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VMFA Names Hatchette as Deputy Director for Communications

Following an extensive national search, the Virginia Museum of Fine Arts has named Jan Hatchette as its first Deputy Director for Communications. Beginning April 10, 2017, Hatchette will lead the development, execution, and management of innovative and integrated marketing and communications strategies for VMFA. This new position oversees marketing, publications, public relations, audience development, graphic design and digital media.

Hatchette joins VMFA as it is implementing initiatives to meet the goals outlined in its five-year strategic plan, including creating exceptional art and cultural experiences that captivate and delight a growing and diverse visitor base; building the industry-leading education platform to reach every corner of Virginia; and elevating the museum's industry reputation to match its outstanding collections and exhibitions. Hatchette comes to VMFA after serving as senior director of marketing strategy and services at the University of Richmond.



Jan Hatchette, Deputy Director for Communications at VMFA. (Photo: Travis Fullerton © VMFA)

“A primary mission of our museum is education and scholarship, and Jan has the proven skills and talents that will translate effectively in promoting our work, from exhibitions to education and everything in between,” said Alex Nyerges, VMFA Director. “Her work in higher education also will be integral in pursuing inventive tactics for further raising our museum’s regional, national and international profile and engaging with new audiences. Breaking out these communications functions into a separate division was only the first step; we know that hiring Jan is an important next step, as she brings experience and creativity to work in tandem with our leadership team to help us achieve our goals.”

Hatchette earned her undergraduate degree in mass communications at Virginia Commonwealth University, followed by a master of liberal arts degree from the University of Richmond.

“As a native of Chesterfield County, I am excited and honored to join VMFA because it is such an important cultural and educational resource for all Virginians. I look forward to the opportunity to work alongside director Alex Nyerges, the executive leadership team, and the amazing and dedicated staff to enhance VMFA’s position as an industry leader,” Hatchette said. “I’m invested in helping enrich the museum’s reputation and attracting audiences from our hometown of Richmond and around the globe.”

About Jan Hatchette

As an experienced marketing and communications professional, Hatchette has spent the past 17 years at the University of Richmond. Most recently, she served as senior director of marketing strategy and services, where she was responsible for leading the development and implementation of integrated strategic marketing communications that enhance the university’s brand and reputation. Prior to the University of Richmond, Hatchette was a marketing manager focused on business development at Mays & Valentine, LLP (currently Troutman Sanders, LLP) and began her career as a public relations officer for Central Fidelity Bank (currently Wells Fargo). She received a master of liberal arts degree with a concentration on African American studies from the University of Richmond and a bachelor of science

degree in mass communications from Virginia Commonwealth University. She is actively involved in her community and is a lifelong resident of Chesterfield County.

About the Virginia Museum of Fine Arts

The Virginia Museum of Fine Arts in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational institution. Its purpose is to collect, preserve, exhibit, and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences, and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 5,000 years. VMFA's permanent holdings encompass more than 35,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris, and one of the nation's finest collections of American art. VMFA is home to important collections of English silver and Impressionist, Post-Impressionist, British sporting, and modern and contemporary art, as well as renowned South Asian, Himalayan, and African art. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its 80-year history. The Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone 804-340-1400 or visit www.vmfa.museum.

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