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## **Zeum Appoints Audrey Yamamoto As Chief Executive Officer**

*San Francisco's multimedia museum for kids hires new leader for the next decade*

**San Francisco, CA – May 7, 2008** – Zeum, San Francisco's hands-on multimedia museum for kids, has appointed Audrey Yamamoto as chief executive officer. Yamamoto assumes the position after serving as the museum's interim CEO, Director of Marketing and Development, and Director of Programs and Experience over the past five years. She begins her new position at an exciting time, as Zeum celebrates its 10<sup>th</sup> Anniversary in October of this year.

Yamamoto's predecessor, Adrienne Pon, left at the end of January 2008 to become the Director of the Mayor's Office of Community Development. Pon served as Zeum's CEO since 2002.

In addition to executing Zeum's mission to foster creativity and innovation in young people, Yamamoto will be responsible for overseeing the development of Zeum's next long-term strategic planning initiative, and creating and managing the organization's annual operating plan and budget. She will also play a key role in cultivating and building relationships with funders and donors to support Zeum's financial growth. She will report directly to Zeum's Board of Directors.

"During her tenure at Zeum, and in particular, during the past several weeks as interim CEO, Audrey has demonstrated she is an incredibly strong, strategic leader with vision and passion for the organization," said Heather McGaughey, Zeum's Board Chair. "She is a person who can make things happen, is well respected by staff, board members and funders, and operates with high integrity in all she undertakes. We are extremely excited that Audrey will be leading Zeum at this important time in its history and growth."

"In the next year, I hope to leverage Zeum's 10th Anniversary to continue to build on Zeum's momentum and significantly increase our visibility, community presence and support," said Yamamoto. "I couldn't be more thrilled to serve in my new capacity and provide leadership to Zeum's incredibly talented and diverse staff to accomplish this goal."

Prior to joining Zeum in 2003, Yamamoto served as the chief operating officer and director of development at Plugged In, an innovative East Palo Alto community technology center, and director of business development for RemiNet, an online service for non-profits. In these roles she was responsible for business development, organizational development, management and fundraising.

(more)

Yamamoto holds an MBA with an emphasis in entrepreneurial studies and nonprofit management from the Anderson School at the University of California, Los Angeles and a B.A. in economics from the University of California, San Diego. She is currently serving on the Board of Directors of the California Association of Non-Profits and is a member of the Arts Advisory Committee for the Yerba Buena Gardens Festival. Yamamoto resides in Oakland with her husband, Bruce, and two sons, Jaden and Justin.

**About Zeum**

Zeum is a community-based, multimedia arts and technology museum with a mission to foster creativity and innovation in youth and families of all backgrounds, communities and learning styles. Through hands-on experience in animation, sound and video production, live performance and visual arts, Zeum delivers a powerful active learning experience that stimulates critical thinking, creative exploration, and creative self-expression. For more information, visit [www.zeum.org](http://www.zeum.org).

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