



Contemporary Arts Center Cincinnati Appoints Marcus Margerum to Newly Created Position of Deputy Director & Chief Business Officer

Margerum Brings More Than 15 Years of Experience in Tourism, Cultural and Entertainment Industries to the CAC



Cincinnati, OH – March 8, 2021 – The Contemporary Arts Center (CAC) in Cincinnati announced it has appointed Marcus Margerum to the newly created position of Deputy Director & Chief Business Officer. In this role, Margerum will be responsible for overseeing the business management of the institution, including all administrative, operational, and financial matters. He began his new role with the CAC on March 1, 2021.

Prior to joining the CAC team, Margerum held several key leadership positions in the entertainment and hospitality industry in Atlanta. He was most recently the Vice President of Government and Community Affairs with the Atlanta Convention & Visitors Bureau (ACVB). While there, he was responsible for representing the interest of the ACVB and its members with the City of Atlanta and the State of Georgia. Margerum also previously held roles as the Vice President of Marketing & Communications during the launch of the College Football Hall of Fame & Chick-fil-A Fan Experience, and the Vice President of Marketing and Sales for Zoo Atlanta.

"Marcus's strong background in the areas of hospitality and attractions management, his operational business acumen, and most importantly, his interest in the arts as a catalyst for opening minds makes him the perfect person for this leadership role at the CAC. We are all thrilled to have him join our team and bring his unique perspective to our work", says Raphaela Platow, Executive Director.

“The CAC continues to present an impressive and dynamic slate of exhibitions and programs that serve a broad community in Cincinnati and beyond, while bringing national and international artists to the region and exploring the most relevant issues of today,” said Marcus Margerum, Deputy Director & Chief Business Officer. “I have been impressed with how they have nimbly pivoted over the past year to adapt their program not only to keep audiences and staff safe amid the COVID-19 pandemic, but to be responsive to important conversations happening in their community and the world. I’m excited to be joining the team and look forward to the work we will do together.”

Prior to working in the hospitality industry, Margerum spent nearly 10 years in the field of consumer package goods as a Brand Strategy Consultant for the Zyman Group and in the field of Brand Management for companies such as SC Johnson Wax and L’Oreal USA. Some of the brands that grew under his management include Ziploc, Glade, Raid, Scrubbing Bubbles, Dark & Lovely, Optimum Care and Magic Shave. Margerum holds a BA in Marketing from Hampton University and an MBA from Clark Atlanta University.

About the Contemporary Arts Center

Through exhibitions, performances, educational and hands-on community programs, the Contemporary Arts Center (CAC) provides opportunities for all people to engage with the art, artists, and ideas of our time. Working with its community of visitors, patrons, and partners, the CAC explores the unfolding landscape of art and celebrates creative expression in everyone.

Since its founding in 1939, the CAC has been a champion of emerging ideas in contemporary art, hosting one of the first Midwest exhibitions of Picasso’s *Guernica* in 1939; mounting an early exhibition of Pop Art in 1963; representing the United States at the São Paulo Biennial in 1975; and presenting— and successfully defending—the 1990 Mapplethorpe retrospective that became a lightning rod in the era’s culture wars and propelled the CAC into the national spotlight.

In 2003, the CAC moved into the Lois & Richard Rosenthal Center for Contemporary Art, the first museum designed by architect Zaha Hadid and the first museum in the US to be designed by a woman. Recent programming highlights include landmark exhibitions of work by Ugo Rondinone, Do Ho Suh, Titus Kaphar, Saya Woolfalk, Swoon, and Akram Zaatari, and the first solo museum presentations of artists such as Maria Lassnig, Shilpa Gupta, JR, Anri Sala, Michael Sailstorfer, Pia Camil, Albano Afonso, and Pamela Phatsimo Sunstrom. The CAC also launched an ongoing performance program in 2011, which is now accompanied by the *This Time Tomorrow* annual performance festival. Artists presented include Okwui Okpokwasili, Taylor Mac, Kaneza Schaal, and Tanya Tagaq, with North American premieres from international artists such as Kate McIntosh, Ingri Fiksdal, Mithkal Alzghair, and Raquel Andre.

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For more information, please contact:

Local/Regional Media:

Jennifer Cox

Contemporary Arts Center

513-345-8403

jcox@cincycac.org

National Media:

Destanie Martin-Johnson / Delaney Smith

Resnicow and Associates

212-671-5172 / 212-671-5160

dmartin-johnson@resnicow.com /

dsmith@resnicow.com

