



DUBUQUE
museum
OF **art**



Smithsonian Affiliate

Dubuque Museum of Art Appoints New Executive Director



For Immediate Release

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September 2, 2020 (DUBUQUE, IA) – Julie Steffen, President of the Board of Trustees at the [Dubuque Museum of Art \(DuMA\)](#), announced today that Gary Stoppelman has been named the Museum's Executive Director following an extensive search. Stoppelman succeeds David Schmitz who took the Administrator position with the Iowa Arts Council. Julie Steffen served as interim-Executive Director during the transition.

Gary Stoppelman is an experienced museum leader recognized for increasing and diversifying engagement and support of the arts. Over a 25-year career, Stoppelman has led teams through periods of strategic change and transformative growth at The Metropolitan Museum of Art (The Met), The Museum of Modern Art (MoMA), and the Art Institute of Chicago, among others. Recently, as the Deputy Director for Marketing and External Affairs at Newfields, Gary led the complete rebranding of Indiana's largest cultural organization, the Indianapolis Museum of Art.

His team led a transformation—rooted in groundbreaking research—that changed the way the organization communicated, innovated programs and evaluated impact. As a result, they diversified attendance, doubled income, tripled membership and supported the launch of an eight-figure fund raising campaign.

“Gary has led cross-functional teams at the country’s most prominent cultural organizations to deepen their understanding of their audiences, align around a vision, and drive record growth,” said Steffen. “The Board is excited for Gary to lead our efforts to inspire new levels of participation, collaboration, and excitement in our community.”

Most recently, as an independent consultant, he built brand strategy for social impact entrepreneurs in Indianapolis. Clients included a new independent film center/restaurant and an innovative cancer care program. Prior to moving to Indianapolis, Stoppelman served for seven years as the Director of Marketing for the Art Institute of Chicago. He led marketing efforts during the Modern Wing expansion—which made the Art Institute the second-largest art museum in the U.S. His marketing teams increased and sustained sales by 13 percent and drove annual increases in revenue of 15 percent per year to \$13 million. Campaigns developed by Stoppelman’s teams helped set new attendance records and won numerous marketing awards.

Prior to moving to Chicago, Stoppelman spent twelve years helping major non-profits in New York achieve significant growth. At The Met, he generated global coverage for the newly expanded and renovated Greek and Roman Galleries, launched new sales channels that increased revenue by over \$1 million and created cross-promotional partnerships with cultural and tourism partners. He began his museum career at MoMA. He helped develop and execute the marketing plan for the newly expanded Museum, which exceeded prior attendance records by 100 percent. Prior to MoMA’s 2004 Manhattan reopening, Stoppelman and his team created a major new cultural destination with MoMA’s temporary home in Queens.

“I am honored to have been selected by the Board as the next Executive Director of the Dubuque Museum of Art,” Stoppelman said. “The team is doing innovative work that engages a diverse audience with the transformative power of art. Exhibitions like the current *2nd Craft Invitational* and the upcoming *Portraits of a Pandemic* alongside annual partnerships like Winter Arts in Washington Park and the Julien Dubuque International Film Festival create new ways to experience, engage with, and make art. This Museum has a deep relationship with the makers, doers and thought-leaders of the Tri-State area and that is particularly exciting.”

Stoppelman holds a BFA from New York University and an MBA from Columbia University. He will begin work for the Museum remotely. He and his wife, Mary Neu-Stoppelman, will relocate to Dubuque by the end of September.

About the Dubuque Museum of Art

The Dubuque Museum of Art (DuMA), founded in 1874 and accredited by the American Alliance of Museums in 2004, is Iowa’s oldest cultural institution. Named a national affiliate of the Smithsonian Institution in 2016, DuMA’s mission is to excite, engage and serve diverse communities within the Tri-State area through our collections, exhibitions and educational programs. We connect generations of people to their cultural heritage and exceptional art.

DuMA is located across from Washington Park in historic downtown Dubuque at 7th and Locust Streets. Museum hours are 10:00 am - 12:00 pm and 1:00 pm - 4:00 pm, Thursday - Saturday, open to the public. Wednesdays are members only by reservation. The museum is closed Sunday - Tuesday. Daily admission rates are: \$7 Adults, \$6 Seniors, and \$4 College/University Students. The museum is free on Thursdays, and those 18 and younger receive free admission every day, thanks to Prudential Financial.

In order to provide members, visitors, and staff with the safest possible environment, DuMA has increased the frequency of cleaning and sanitizing the facility and The Glab Family Art Studio and Classroom will be closed until further notice. All visitors will be required to wear a face mask and sanitize their hands. Masks and hand sanitizer will be available onsite.

For more information please visit www.dbqart.org or call 563.557.1851.

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