

## **Anthony Calnek**

Anthony Calnek joined Sotheby's as Worldwide Director of Media Services in 2008. Since then, he has built a global multimedia division that produces a luxury magazine, more than 300 original videos annually, and robust editorial content for the company's many digital platforms. These currently include Sothebys.com, a web site with 15 million visitors yearly; Apps for iPhone, iPad and Android; Apple TV, Samsung Smart TV, and Amazon Fire; and social media channels with a combined following of more than 1.1 million people. Calnek has spearheaded an ambitious content marketing strategy that has made Sotheby's the industry leader for website and social-media engagement, while fundamentally changing the ways that the company reaches new and existing customers. Recently, Calnek launched the Sotheby's Museum Network, a new online portal that aims to become the single best global source of information about museums and their exhibitions

Before coming to Sotheby's, Calnek held executive positions at two of New York's premier cultural institutions: at the Guggenheim Museum, where he worked from 1990-2006, Anthony was Deputy Director for Communications and Publishing, with primary responsibility for all global press, marketing, publishing and retail activities; from 2006-08 he was the Vice President for Communications, Marketing and Business Development at the New York Public Library. Anthony holds a Bachelor's Degree in Art History from Harvard University.