

**Colleen Kelly**  
**Chief Development Officer**  
**McNay Art Museum, San Antonio**

Colleen Kelly leads the McNay Art Museum's external affairs department, overseeing Development, Membership, Visitor Services, Retail Operations and Public Relations/Marketing. She has been a development professional for over 25 years, working primarily with cultural institutions.

In 2009, she joined the McNay to lead comprehensive fundraising efforts following a major capital campaign. Working closely with the Director and Trustee leadership, she established a major gifts program, enhanced planned giving efforts and helped guide restructuring from a development department to an external affairs department.

Colleen began her career in 1986 at the oldest united art campaign in the country as Associate Director of the Fine Arts Fund in Cincinnati, OH. Over an eight year period she raised annual operating support for three museums and five performing arts institutions.

Her most memorable learning experience was in 1990 with the exhibition *Robert Mapplethorpe: The Perfect Moment*. The exhibition opened at the Contemporary Arts Center in Cincinnati during a climate of national cultural unrest. This sparked immediate controversy and led to the indictment of the CAC and Director Dennis Barrie on obscenity charges. Significant fundraising and crisis management decisions were made behind the scenes that ultimately resulted in a higher level of support for the CAC.

In 1994, she moved to New Mexico to lead development efforts as Director of Development for the Museum of New Mexico Foundation. During this time, she oversaw six successful mid-sized and one major capital campaign across four museum campuses.

As 2005 President of the Art Museum Development Association, Colleen chaired the 34<sup>th</sup> annual meeting in Santa Fe. Colleen has been a presenter at workshops and conferences for AAM, AMDA, Americans for the Arts, and AFP, New Mexico and San Antonio Chapters.

A native of Chicago, she received a B.A. in Music and Journalism from MacMurray College, and an M.A. in Community Arts Management from the University of Illinois-Springfield.