

Sofie Andersen



As Director of Digital Media at the Whitney Museum of American Art, Sofie Andersen leads interdisciplinary teams for web and content development across in-gallery and online platforms. She is a strategist and storyteller who designs meaningful encounters at the intersection of art, place and experience. Previously, she has worked as a Digital Strategist and award-winning producer with some of the world's most important arts and cultural heritage organizations, as well as leading brands including; MoMA, The Metropolitan Museum of Art, The Guggenheim, Tate Modern, Statens Museum for Kunst, The Hong Kong Museum of Art, and Hugo Boss. Sofie holds a BA Hons in Art History from the Courtauld Institute of Art, UK, and a certificate in Arts Administration from NYU. Sofie runs content and digital strategy workshops, speaks regularly at industry conferences, and conducts research on emerging digital trends.