



## NEWS RELEASE

FOR IMMEDIATE RELEASE  
JUNE 15, 2023

# Melanie Bender Martin Named Folger's Director of Communications and Marketing



CHRISTOPHER MYERS

**Melanie Bender Martin** has been appointed the Folger's first Director of Communications and Marketing, following an executive search process led by Arts Consulting Group (ACG). As the leader of a newly-created Folger division, Martin will oversee all aspects of marketing and communications for the DC cultural institution which is home to the world's largest Shakespeare collection. She arrives at a transformative moment as the Folger prepares to reopen after a three-year building renovation designed to share more of its collection and resources with more people than ever before.

"The Folger has a stellar reputation for research, education, and the performing arts, and I am excited and honored to join the institution at a moment of historic transformation," says Martin. "My immediate goal is to amplify the Folger's invitation to the community in Washington, DC and across the globe to experience the more inclusive, more accessible, new Folger when the building reopens to the public on November 17."

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Martin (she/her) most recently served as the Chief Innovation Officer at the Baltimore Museum of Art (BMA), leading the Museum's efforts in marketing, communications, visitor services, information technology, digital media, and creative services. She joined the BMA from the United States Holocaust Memorial Museum in Washington DC, where she managed digital products and user research. Prior to the Holocaust Museum, Martin was the Director of Digital Products for Washingtonian Magazine. Martin has an MA in Communication, Culture & Technology from Georgetown University and a BA in fine art and communication from Mount St. Mary's University. She teaches Applied Marketing Analytics in Georgetown's School of Continuing Studies and has taught courses in web design, production, and strategy at American University's School of Communications.

"I am delighted to welcome Melanie to the Folger team," says **Folger Director Dr. Michael Witmore**. "Her deep knowledge of cultural institutions and passion for engaging audiences will be an asset for the Folger as our institution continues to open its doors and make its way into more communities. She is a proven leader who can engage audiences, educators, researchers, Board members, and staff as ambassadors for this great institution."

Martin began as the Folger's Director of Communications and Marketing on June 12, 2023.

### ABOUT THE FOLGER SHAKESPEARE LIBRARY

**Folger Shakespeare Library** is the world's largest Shakespeare collection, the ultimate resource for exploring Shakespeare and his world. The Folger welcomes millions of visitors online and in person. We provide unparalleled access to a huge array of resources, from original sources to modern interpretations. With the Folger, you can experience the power of performance, the wonder of exhibitions, and the excitement of path breaking research. We offer the opportunity to see and even work with early modern sources, driving discovery and transforming education for students of all ages. During our multiyear building renovation, join us online and on the road.

Following a multiyear building renovation, the Folger's historic Capitol Hill home is reopening on November 17, 2023.

During our building closure, you can find us online and on the road. Learn more at [folger.edu](https://www.folger.edu).

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