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CONTACT: STEFANIE SANTO, 215.448.1152

PRESS KIT: A.BYSSHE PHOTO

The Franklin Institute Names Abby Byshe as Chief Experiences and Strategy Officer

In a Newly Created Role to Further Elevate the Museum and Audience Experience

PHILADELPHIA, PA September 8, 2022—Abby Byshe has been appointed **Chief Experience and Strategy Officer**, a newly created position for The Franklin Institute (TFI) designed to elevate the overall museum experience for audiences as it prepares for its bicentennial in 2024 and engages in a comprehensive master plan to reimagine itself.

As Chief Experience and Strategy Officer, Byshe, an accomplished leader at TFI since 2016, will expand her current role to prioritize the audience experience, elevate the exhibition experience, and foster a world-class touring exhibition program. She will oversee the organization’s experiential and architectural master plan, upcoming strategic planning process, and customer journey planning. Byshe is currently leading the development of the newly-announced SPACE exhibit, set to launch in the Fall of 2023, which represents the first in a series of six topic areas TFI will explore through six innovative exhibitions developed and rolled out over the next five years.

“As we reimagine the museum experience to meet the needs and expectations of our various audiences, creating this new top strategy role became paramount,” said Franklin Institute President & CEO Larry Dubinski. “The Franklin Institute is fortunate to have Abby Byshe, an industry pro, take on this new position. She is an innovative thinker with a bold vision layered over exceptional creativity and sharp business acumen. Her talents are exactly what The Franklin Institute needs as it evolves into this extraordinary next phase.”

Over the past six years, Byshe has effectively cemented TFI’s place as one of the premier touring exhibition venues in the US with three consecutive world premiere acquisitions, including Crayola IDEAworks: The Creativity Exhibition, Harry Potter™: The Exhibition, and the upcoming 2023 exhibition celebrating 100 years of The Walt Disney Company, all while developing new museum experiences to further the Institute’s growth trajectory. She will transition from her most recent role as VP of Experiences and Business Development and continue to direct all permanent exhibitions, floor programs, Science After Hours, and other 21+ events, plus seasonal events, design, and business development—adding TFI’s four existing theater spaces to her portfolio.

“It’s an exciting time of transformation for the museum industry at-large and certainly here at TFI, and I’m thrilled to have such a significant role in the re-imagining of the Franklin Institute experience, helping to shape and guide the way in which we communicate information, tell diverse science stories, and deliver awe-inspiring encounters with the very latest in science and technology,” said Byshe.

Byshe has 18 years of experience in innovative museum business modeling and exhibition development and implementation. Before landing in Philadelphia, she spent seven years in the exhibits department at the National Gallery of Art and then five years at National Geographic, overseeing their traveling and

digital exhibition programs and eventually taking charge of their museum partnerships nationally and internationally.

About The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in science and technology learning and a dynamic center of activity. As Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.