

# Alejandra Peña Gutiérrez

## PROFILE

29 years of accomplishments as a visual arts and museum professional in internationally prominent institutions, with a track record of strengthening different types of museums financially, operationally and programmatically. My particular emphasis has been on establishing collaborations to diversifying audiences, exhibitions, art experiences and our base of support.

## EXPERIENCE

### **MUSEO DE ARTE PONCE (Puerto Rico, USA)**

**2012-present**

Founded in 1959, Museo de Arte de Ponce holds a collection of approximately 4500 pieces, with a main focus on European Art. Located in a small town on the south of the island, the museum is an important hub for the local community and a landmark for art and architecture enthusiasts. Under normal circumstances this non-profit organization has a \$6MM annual budget, 40 full time employees and 40K visitors a year. Since the closing of the galleries with the hit of the earthquakes in 2020 the budget has been reduced to \$3.5MM and the staff to 24 people.

#### **Executive Director**

Sept. 2013-present

Responsible for the development, achievement and supervision of both short and long-term goals for the museum, its programming and the conservation and preservation of the collection. Manages the museum's finances and activities. Identifies and secures financial resources for the museum's operations and programs. Establishes strategies to engage the local community. Duties include: supervision of all Department Directors; development and implementation of annual budget; leads fundraising efforts; establishes museum's development programs; designs financial strategies; supervises the design of grant proposals; supervises exhibition, educational and community outreach programs; oversees the museum's institutional image; presents the annual reports to the Board of Trustees. Responsibilities and accomplishments include:

#### Community Outreach:

- One of the six recipients of the 2021 National Medal for Museum and Library Service, the nation's highest honor given to museums and libraries that make exceptional contributions to their communities.
- Development of *The Museum Goes Out to the Streets* program to provide workshops, art related activities and distribute essential products in shelters on the south of the island after the earthquakes.
- Reopened the museum's doors one week after the hit of hurricane María, granting free access and activities for the community.
- Diversification of our community outreach program in order to provide services to a more diverse population, which today includes the homeless and individuals in correctional facilities.

#### Collections:

- Assessment of the inventory of the collection- accessions and deaccessions.

- Nazi-era Provenance Research Project sponsored by an NEA grant.
- Assessment and rehousing of the paper collection, sponsored by a \$500K three-year grant from the Andrew Mellon Foundation.
- Update of the museum's Collections Management Policy.
- Reinstallation of the permanent collection and designation of specific galleries to hold temporary exhibitions.
- Publication of *The Spanish Collection* of Museo de Arte de Ponce catalogue.

Organizational:

- Development of the full damage assessment and mitigation plan for the reconstruction of the museum after the earthquakes of January 2019.
- Planning and implementation of three organizational restructuring processes, which resulted in a staff downsize from 100 to 40 employees. As consequence of the hit of the earthquakes the team now consists of 24 people.
- Update of the Foundation bylaws, board giving policies and Committees.

Finance:

- Reduction of museum's capital debt from \$13.8MM to \$5MM.
- 32% reduction of annual expenses.
- \$500K Emergency cash reserve fund from The Andrew Mellon Foundation.
- Development of fundraising efforts in the US.

**Deputy-Director**

July 2012-Sept. 2013

All the programmatic areas of the museum reported to the Deputy Director, a recently created position due to the institution's growth and the increase of its activities, programs and scopes. Duties included: overseeing daily operations as well as long term planning, activities and budget for the Curatorial, Education, Registrar, Conservation, Archive and Library departments. In close collaboration with the Finance and Administration Director sets and implements annual and long-term budget goals.

Community Outreach:

- Development and implementation of Federal funded artistic programs through the Department of Education and the Department of Public Housing of Puerto Rico. The program had an impact on 10 thousand Public Housing residents of all ages.
- Launch of the program *My Puerto Rico*, a long-term collaboration of Museo de Arte de Ponce with *La Carmen* Elementary School (Maricao, Puerto Rico). A collaborative learning/teaching strategy program was implemented to transform the life of the elementary school with the lowest performance results in the island, thanks to a grant from Banco Popular Foundation.

Collections:

- Publication of *The British Collection* of Museo de Arte de Ponce catalogue.
- Re-establishment of the Paper Conservation Department with a grant from The Andrew Mellon Foundation.

**NATIONAL INSTITUTE OF FINE ARTS (INBA)  
(Mexico City, Mexico)**

**May 2009-June 2012**

The Mexican Institution in charge of the promotion, creation, preservation/protection and education of the arts from the 20<sup>th</sup> Century to the present. INBA is a Government Institution with an annual budget of \$226MM and 6,600 employees, that gives service to close to 6 million

people through over 13 thousand artistic activities per year.

**Deputy Director- General of Artistic Heritage**

The Directions of Architecture, Conservation and Visual Arts, as well as INBA's 18 Museums report to the Deputy Director- General of Artistic Heritage.

Duties included: development, supervision and achievement of short and long-term goals for the Sub-direction and its comprising area. Close supervision of all Directors, to assure the achievement of their programs and goals within a given budget. Development, planning, distribution and control of annual budgets for all depending areas. Nursing media and press relationships. Leading fundraising efforts and building a close relationship with Patrons. Submission of periodical performance and financial reports to Mexican Federal Government Authorities. Accomplishments included:

Infrastructure and heritage preservation:

- Project Management for the renovation and full update of the theatrical mechanics of the Palace of Fine Arts Theater. A \$54MM project and the only one finished on time for the celebration of the Bicentennial of the Mexican Independence.
- Fundraising and overview of the following renovation and expansion projects: Ciudad Juárez Art Museum (Ciudad Juárez, Mexico); La Tallera (Cuernavaca, Mexico) - former David Alfaro Siqueiros Studio; Sala de Arte Público Siqueiros (Mexico City, Mexico); Centro Cultural el Nigromante (San Miguel Allende, Mexico); Museo Rufino Tamayo (Mexico City, Mexico).

Art promotion and collection:

- Project Management of the Mexican Pavilion at the Venice Art and Architecture Biennials.
- The creation of a \$7.7MM fund for art acquisitions for INBA's museums.
- Oversight of the project for the restoration of the mural *Fraternity* by Mexican artist Rufino Tamayo, property of the United Nations.

**MEXICAN MINISTRY OF FOREIGN AFFAIRS**

**May 2008- May 2009**

**GENERAL DIRECTION FOR EDUCATION AND CULTURAL COLLABORATION (Mexico City, Mexico)**

Culture has been an essential tool for the development of foreign relationships for Mexico. This branch of the Ministry of Foreign Affairs seeks to position Mexican arts and culture in order to strengthen the image of Mexico abroad. Through its Embassies and Consulates this branch of the Ministry of Foreign Affairs organizes annually over 1000 cultural activities around the globe.

**Head of Cultural Promotion**

Duties included: program oversight, budget planning, control and supervision of all cultural activities organized by Mexican Embassies and Consulates around the world.

Accomplishments included:

- Project Management for the Mexican Pavilion at the Venice Art Biennial.
- Participation of Mexico as guest of honor at the Book Salon of Paris.
- Negotiations and planning in collaboration with the National Institute of Fine Arts, of the Mexican art exhibition *The Path to Modernity* at the Setagaya Art Museum in Tokyo.
- Mexico's participation at the Habana Art Biennial.

**NATIONAL INSTITUTE OF FINE ARTS (INBA)  
(Mexico City, Mexico)**

**April 2007- March 2008**

**Executive Assistant to the Director General**

Duties included: coordination of daily activities, processes and procedures of the Director

General's office. Liaison between General Deputy-Directors, Directors and Director General. Serving as advisor to the Director General. Oversight of information flow among senior staff specially regarding priority projects. In charge of administrative tasks such as: calendar management; generating correspondence as well as internal and external communications; gathering and distribution of information; planning and coordination of meetings.

**CENTRO DE DISEÑO CINE Y TELEVISIÓN (Mexico City, Mexico) 2002- April 2007**  
(DESIGN, CINEMA AND TELEVISION CENTER)

A private for-profit higher education institution specialized in design and communications. CENTRO opened its doors in 2004, with four undergraduate programs: Interior Architecture; Cinema and TV; Visual Communication and Industrial Design. The study plans were developed in collaboration with The Arts Center College of Design (Pasadena, CA).

**Continuing Education Director 2004-April 2007**

Duties included: program and budget planning, management, promotion and supervision of all continuing education programs.

**Academic Coordinator 2002-2004**

Duties included: project management for syllabus development; development of architectural competition for new building; oversight of new building's construction.

Accomplishments included:

- Development of a robust Continuing Education program that made cinema and design accessible to a broader community.
- Programs and lectures with world renowned figures such as: Todd Solondz, Jean-Claude Carrière, Stephan Sagmeister.
- New building design and construction in time for the beginning of the school year.
- Certification of the syllabus for the four initial undergraduate programs.

**NATIONAL INSTITUTE OF FINE ARTS (INBA) January 1992- February 2002**  
(Mexico City, Mexico)

**Deputy Director-General of INBA February 2001- February 2002**

All programmatic areas of INBA, from museums (18) to performing art companies (8) such as opera, dance, orchestras, choirs, theater, as well as the national coordination of literature, architecture, dance, theater, visual arts and the direction of conservation would report to this Sub-direction.

Duties included: development, supervision and achievement of short and long-term goals for the Sub-direction and its comprising area. Supervision of the alignment of all programs with the institutional vision and plan. Close supervision of all directors, to assure the achievement of their programs and goals within a given budget. Development, planning, distribution and control of annual budgets for all depending areas. Nursing media and press relationships. Leading fundraising efforts and building a close relationship with patrons. Submission of periodical performance and financial reports to Mexican Federal Government Authorities.

Accomplishments and responsibilities included:

- The implementation of the Festival "Arte 01".
- The oversight of new productions in the performing arts, such as: Verdi's *Macbeth*; Nino Rota's *The Night of a Neurasthenic*; Victor Rasgado's *The Rabbit and the Coyote*.
- Coordinate the presence of INBAs artistic groups in other forums, such as the National Auditorium.

- Collaboration in the 2001- 2006 National Culture Plan.
- Implementation of a nation-wide presence of INBA and its artistic groups.

**MUSEO DEL PALACIO DE BELLAS ARTES, INBA** January 1995- February 2001  
(MUSEUM OF THE PALACE OF FINE ARTS)

Located inside one of the most emblematic buildings of Mexico City, this museum's permanent collection consists of 17 murals executed by the most prominent Mexican muralists. Its galleries host every year the most significant exhibitions in the country. The museum shares the building with a leading theater and with the Museum of Architecture.

**Director** February 2000- February 2001

Responsible for the development, achievement and supervision of both short and long-term goals for the museum, its programming and the conservation of the collection. Manages the museum's finances and activities. Identifies and secures financial resources for the museum's operations and programs. Establishes strategies to engage the local community.

Duties included: planning of museum's exhibition and activities; curatorial oversight; annual budget planning and control; fundraising; relationship with patrons; relationship with the media.

**Deputy-Director** January 1995- February 2000

Duties included: management, budget planning and control, fundraising, promotion, exhibition conceptualization, project management of exhibitions, installation of exhibitions.

Accomplishments and responsibilities included:

- Relocation of offices to increase museum's exhibition space.
- Update of museum's facilities, this included HVAC and security systems installation.
- Audience increase to 1 million visitors per year.
- Implementation of a strong international exhibition program.
- Project Management for significant Mexican exhibitions abroad.

**MUSEO DE ARTE MODERNO, INBA** August 1993- December 1994  
(MODERN ART MUSEUM)

Founded in 1964 this museum was created as a beacon for modern art in Mexico. Its collection is comprised by around 3,000 works that give an oversight of the evolution of Mexican Art since the 20<sup>th</sup> century, with works by world renowned Mexican artists such as Diego Rivera and Frida Kahlo.

**Associate Curator**

Duties included: curatorial assistance, research – writing, permanent collection's conservation, exhibition conceptualization, project management of exhibitions, design and installation of exhibitions.

Accomplishments included:

- Project Management for Mexico of the exhibition *Mexican Painters of the 20th Century. From the Collection of the Modern Art Museum* that was presented in Colombia.

**MUSEO NACIONAL DE SAN CARLOS, INBA** January 1992- July 1993  
(NATIONAL MUSEUM OF SAN CARLOS)

This museum holds the oldest and most important European Art Collection in Latin America. The collection previously belonged to the Old Academy of San Carlos, the fine arts school founded in Mexico during the 18<sup>th</sup> century. The museum was founded in 1968 when the restoration of its magnificent late 18<sup>th</sup> century building was completed.

**Architect and Museographer**

Duties included: exhibition design, exhibition installation, building preservation.

Accomplishments and responsibilities included:

- Renovation of the temporary exhibition galleries.
- Series of conservation works performed to the building.

**ARTE COLECCIONISTAS SERVICIOS (Mexico City, Mexico) 1991-1992**  
(ART AND COLLECTORS SERVICES)

A privately-owned firm that provided research and appraisal services to collectors.

**Director of Inventory and Art Appraisals**

Duties included: development of the complete inventory and research of the renowned “La Gavia” Hacienda. (Toluca, Mexico).

**CRESPO MAZARI ARQUITECTOS (Mexico City, Mexico) 1989-1990**  
(CRESPO MAZARI ARCHITECTS)

**Project Team Member**

Duties included: construction work management and supervision; interior design projects; architectural design; plan drawing.

**TEN - TALLER ENRIQUE NORTEN (Mexico City, Mexico) 1986-1988**  
(ENRIQUE NORTEN ARCHITECTS)

**Project Team Member**

Duties included: special representation drawings; architectural design; plan drawing.

**TALLER DE RESTAURACIÓN JOSÉ RAMOS (Mexico City, Mexico) 1980-1983**  
(JOSÉ RAMOS CONSERVATION WORKSHOP)

**Painting Conservation apprentice**

Duties included: assistance in the full painting conservation process.

**EDUCATION**

MA Art History – Modern Art & Architecture (1994); BA Architecture (1990)  
Universidad Nacional Autónoma de México (Mexico City, Mexico)

Languages: English (fluent, spoken and written); Spanish (fluent, spoken and written); Italian (fluent, spoken reading knowledge); French (fluent spoken, reading knowledge); Portuguese (reading knowledge); Hebrew (basic).

## **SIGNIFICANT EXHIBITIONS**

- 2019 **Zilia Sánchez Soy Isla.** A collaboration between Museo de Arte de Ponce and The Phillips Collection (Washington, DC). Museo de Arte de Ponce.  
The first museum exhibition of this influential Caribbean artist.
- 2018 **Small Treasures from The Frick Collection.** A collaboration between Museo de Arte de Ponce and The Frick Collection (New York). Museo de Arte de Ponce.  
A small selection of works from The Frick Collection.
- 2017 **Frederic Leighton and the Eternal Mediterranean.** A collaboration between Museo de Arte de Ponce and Leighton House Museum (London). Museo de Arte de Ponce.  
A selection of works by Lord Leighton to be shown next to the master piece of the museum's collection *Flaming June*, also by Lord Leighton.
- Luxury and Identity: Konstantin Makovsky and Decorative Arts in Russia.** A collaboration between Museo de Arte de Ponce and the Hillwood Estate, Museum and Gardens (Washington, DC). Museo de Arte de Ponce.  
A series of decorative art pieces from the Hillwood Estate to be shown next to *Choosing of the Bride* from the museum's collection, along with *The Attire of the Bride*, the second piece from Makovsky's triptych.
- Family, Work and Diversity in 18th Century Mexico.** A Museo de Arte de Ponce sponsored restoration project of works from the collection of the Puerto Rican Cultural Institute. Museo de Arte de Ponce.  
This series of 18<sup>th</sup> century "castas" were restored by the museum's Conservation Lab as a contribution to the preservation of the arts in Puerto Rico, then displayed with explanations of the conservation process.
- 2016 **Papo Colo.** A collaboration between Museo de Arte de Ponce and MOMA PS1. Museo de Arte de Ponce.  
A series of works by this New York based Puerto Rican artist were presented at the museum at the time of his live performance in the tropical forest of Puerto Rico.
- Building the Museum: The Edward Durell Stone Building.** Museo de Arte de Ponce.  
This exhibition was the result of the research done by the museum around the creative process for the design of the museum's building.
- 2015 **Puerto Rican Light.** Jennifer Allora & Guillermo Calzadilla. A collaboration between Museo de Arte de Ponce and Dia Foundation for the installation of the piece at Cueva Vientos.  
The museum helped Dia Foundation with the logistics, design and construction of the display of this installation, displayed in a remote cave on the South of the island.
- Leighton's Flaming June.** A collaboration between Museo de Arte de Ponce and The Frick Collection, New York.  
This exhibition featured one of the most cherished works from the museum's collection at The Frick. It was used as the theme for their annual Summer garden party.
- 2014 **Peter Paul Rubens. The Three Magi.** Museo de Arte de Ponce, PR. The National Gallery, Washington DC.  
The museum organized this exhibition to reunite these three magi painted by Rubens, of which Ponce has one in its collection.
- Decadence and Revolution. Art in Vienna 1890-1910.** From the collection of the Belvedere Museum in Vienna. Museo de Arte de Ponce.  
This exhibition which contained several Klimt paintings was a retribution to the loan

- made by the museum to the Belvedere in previous years.  
**Jack Delano 100 years.** Museo de Arte de Ponce.  
A retrospective of this artist who lived in Puerto Rico and who has been better known for his photographic work. The main intention of the exhibition was to show the versatility of Delano's work.
- 2000 **From Impressionism to Avant-garde in the collection of the Carmen Thyssen Bornemisza Collection.** Project Management. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A selection of modern master works from the Thyssen Bornemisza Collection in Madrid.
- 1999 **The Art of Cartier. Splendor of Time.** Associate Curator and Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A wide selection of the jewels from the historic collection of this famous French jewelry firm.  
**Andy Warhol.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
The first retrospective of this artist to take place in Mexico.  
**Soleils Mexicains.** Project Manager for Mexico. Petit Palais (Paris, France).  
A major exhibition organized thematically to give a full historic perspective of Mexican art, from precolonial times to the present.
- 1998 **Bernard y Edith Lewin Collection.** Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A selection of works of this collection from the Los Angeles County Museum.  
**Roy Lichtenstein. Recognizable Images.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
The first retrospective of this artist held in Mexico.  
**Masters of the Impressionism.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A wide selection of Impressionists works mainly from French museum collections.
- 1997 **Pasione per la Vita.** Project Manager for Mexico. Castell del'Ovo, Naples, Italy.  
A prominent exhibition of Mexican art, from precolonial times to the present.  
**Camille Claudel.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A wide selection of works by this French sculptor.  
**Olivier Debré.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A full retrospective of this abstract expressionist French painter.  
**Robert Graham.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
An intimate and powerful selection of works by this Los Angeles based sculptor of Mexican origin.
- 1996 **Buñuel! The look of the Century.** Project Manager for Mexico. A collaboration with the Museo Nacional de Arte Reina Sofía (Madrid, Spain). Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
An impressive travelling exhibition of the work, influences and world that surrounded this influential cinematographer.
- 1995 **Auguste Rodin.** Project Manager. Museo del Palacio de Bellas Artes (Mexico City, Mexico).  
A vast show of the work of this renowned French sculptor, organized in collaboration with the Rodin Museum in Paris.  
**Gauguin and the School of Pont Aven.** Project Manager. Museo del Palacio de Bellas

- Artes (Mexico City, Mexico).  
A beautiful selection of works from French museum collections meant to show the influence that this movement had in modernist movements.
- 1994 **Remedios Varo**. Technical support. Museo de Arte Moderno (Mexico City, Mexico).  
A wide selection of works by this Spanish painter who exiled herself in Mexico during World War II.  
**Mexican Painters of the 20th Century. From the Collection of the Modern Art Museum in Mexico**. Project Manager for Mexico. Bogotá, Colombia.  
A selection of 20<sup>th</sup> century works from the collection of the Museum of Modern Art.
- 1993 **Giorgio de Chirico. Selected Works**. Assistant Project Manager. Museo de Arte Moderno (Mexico City, Mexico).  
A major exhibition of this Italian metaphysical artist.  
**Joaquín Sorolla. The Painter o Light**. Museographer. Museo Nacional de San Carlos (Mexico City, Mexico).  
A vast selection of the works of this Spanish painter.

### **EDITORIAL COORDINATION**

- 2007 Catalogue for the exhibition. **Frida Kahlo / 1907.2007**. Museo del Palacio de Bellas Artes.  
Catalogue for the exhibition **Tamayo a Modern Icon Reinterpreted**. Santa Barbara Museum of Art, California.
- 1999 Catalogue for the exhibition **The Art of Cartier. Splendor of Time**.  
Catalogue for the exhibition **Andy Warhol**.
- 1998 Catalogue for the exhibition **Masters of the Impressionism**.

### **TEACHING & FELLOWSHIPS**

- 2005-2007 Teaching fellow for undergraduate lecture course "Portrait History". Centro de Diseño, Cine y Televisión (Mexico City, Mexico).
- 1993-1995 Teaching fellow for history and theory of Architecture undergraduate courses. Architecture Department, Universidad Iberoamericana (Mexico City, Mexico).
- 1991-1994 Teaching fellow for history and theory of Architecture undergraduate courses. Architecture Department, Universidad Nacional Autónoma de México (Mexico City, Mexico).
- 1991 Teaching fellow for undergraduate lecture course "History of Architecture. First Part". Architecture Department, Universidad Anáhuac del Sur (Mexico City, Mexico).
- 1988-1989 Assistant Professor for history and theory of Architecture undergraduate courses. Architecture Department, Universidad Nacional Autónoma de México (Mexico City, Mexico).
- 2000 **Japan Foundation's** travel grant for Museum Specialist.
- 1997 **Programme Courants** travel grant. Maison des Cultures du Monde, Ministère de la Culture, France.
- 1995 **International Visitor Program** travel grant. United States Department of State.

**PROFESSIONAL AFFILIATIONS**

- 2020-present            Member of the Disaster Risk Management Standing Committee - ICOM  
(International Council of Museums)  
The Disaster Risk Management Committee (DRMC) is a Standing  
Committee of ICOM meant to advise the Executive Board and the  
Advisory Council of ICOM General.
- 2020-present            Co-chair of the Programming Committee on the ICOM-US Board  
2019-present            Co-chair of the ICOM-US Latin America/Caribbean Initiative  
2018-present            Member of the Board of International Council of Museums, United States  
National Committee.
- 2014-present            Association of Art Museum Directors (AAMD)  
American Alliance of Museums (AAM)
- 2002–2004              Editorial Committee of “Reforma” News Paper Cultural Section.