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BMA Appoints Katie Kreider as Chief Marketing & Communications Officer

The position represents a key role on the museum's senior leadership team

BALTIMORE, MD (January 7, 2026)—The Baltimore Museum of Art (BMA) today announced the appointment of **Katie Kreider** as Chief Marketing & Communications Officer (CMCO). Kreider brings more than 15 years of experience leading marketing and communications initiatives for major nonprofits, charitable foundations, and trade associations. In her new role, she will oversee the museum's marketing and communications strategies, strengthen brand engagement, and expand digital and community outreach.

Kreider joins the BMA following eight years at Blue State, a purpose-driven creative and tech agency where she most recently held the role of Managing Director and co-led the Washington, D.C. office. In this role, she developed marketing programs for Bloomberg Philanthropies, AARP, and Habitat for Humanity, among other major organizations. Her expertise spans integrated marketing and brand campaigns, audience research, digital strategy, web and app development, earned and paid media placements, and creative development aimed at driving engagement and revenue. Prior to Blue State, Kreider held senior leadership roles at Connections Media (now part of The Outcast Agency), working with cultural and advocacy organizations nationwide. Kreider earned her Bachelor of Science in Human and Organizational Development with a minor in Corporate Strategy from Vanderbilt University.

“Katie’s vision and experience will be instrumental in shaping how we connect with audiences locally, nationally, and globally,” said Asma Naeem, Dorothy Wagner Wallis Director of the BMA. “Katie understands the power of storytelling and the importance of building authentic relationships with our audiences. Her digital marketing savvy will enhance our ability to tell the museum’s story in ways that reflect our values of inclusion, creativity, and community engagement. I am confident that her strategic insight and collaborative spirit will elevate the BMA’s voice and deepen our impact for years to come.”

The CMCO position is a key member of the museum’s senior leadership team, responsible for developing and implementing comprehensive marketing and communications strategies to increase visibility, attendance, and mission impact. Kreider will also serve as the primary liaison to the External Affairs Committee of the Board of Trustees.

Baltimore Museum of Art

Founded in 1914, the Baltimore Museum of Art (BMA) inspires people of all ages and backgrounds through exhibitions, programs, and collections that tell an expansive story of art—challenging long-held narratives and embracing new voices. Our outstanding collection of more than 97,000 objects spans many eras and cultures and includes the world's largest public holding of works by Henri Matisse; one of the nation's finest collections of prints, drawings, and photographs; and a rapidly growing number of works by contemporary artists of diverse backgrounds. The museum is also distinguished by a neoclassical building designed by American architect John Russell Pope and two beautifully landscaped gardens featuring an array of modern and contemporary sculpture. The BMA is located three miles north of the Inner Harbor, adjacent to the main campus of Johns Hopkins University, and has a community branch at Lexington Market. General admission is free so that everyone can enjoy the power of art.

Visitor Information

General admission to the BMA is free. The BMA is open Wednesday through Sunday from 10 a.m. to 5 p.m., with extended hours on Thursdays until 9 p.m. The Sculpture Gardens are open Wednesday through Sunday, 10 a.m. to dusk. The museum and gardens are closed New Year's Day, Juneteenth, July 4, Thanksgiving Day, and Christmas Day. The BMA is located at 10 Art Museum Drive, three miles north of Baltimore's Inner Harbor. For general museum information, call 443-573-1700 or visit artbma.org.

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