



PRESS RELEASE

Media Contact: A. J. Fox · (510) 642-0365 · afox@berkeley.edu

Aimée Goggins Appointed Director of Marketing and Communications at BAMPFA



(Berkeley, CA) May 20, 2021—The UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) announced today the appointment of Aimée Goggins to lead the museum’s Marketing and Communications Department. Goggins brings to the museum more than two decades of experience as a successful marketing professional, most recently in her outgoing role as the Assistant Director of Marketing at University of California Press.

“We’re thrilled to welcome Aimée Goggins to BAMPFA’s senior leadership team, where she will be an indispensable partner in shaping the museum’s public engagement strategies and increasing our visibility among new and diverse audiences,” said BAMPFA Director Julie Rodrigues

Widholm. “Aimée impressed us as a creative thinker with an audience-focused mindset and an outstanding track record of leading successful marketing campaigns for mission-driven organizations. As BAMPFA emerges from our pandemic-imposed hiatus, I’m confident that Aimée will continue this record of success in crafting a marketing program that reflects the museum’s spirit of inclusivity and community engagement.”

For the past eight years, Goggins has been part of the marketing team at UC Press, helping to publish and promote bold and progressive scholarship across a wide range of disciplines. Her specific responsibilities have included promoting UC Press’s art, film, and music publications, as well as overseeing pricing and printing strategy, publishing decisions, design choices, and a comprehensive website redesign. As the Assistant Director of Marketing since 2019, Goggins led a five-person marketing team and was responsible for all of UC Press’s branding activities.

During her time at UC Press, Goggins worked closely with hundreds of authors, including prominent public intellectuals, activists, and researchers. She led the marketing campaigns for best-selling titles such as *Autobiography of Mark Twain* and *Nonstop Metropolis: A New York City Atlas* by Rebecca Solnit and Joshua Jelly-Schapiro, among many other award-winning books. Goggins has also worked on several exhibition catalogs co-published with BAMPFA, including *Hans Hofmann: The Nature of Abstraction*, *Harvey Quaytman: Against the Static*, *Repentant Monk: Illusion and Disillusion in the Art of Chen Hongshou*, and *Hinges: Sakaki Hyakusen and the Birth of Nanga Painting*. In addition, she has partnered with dozens of other museums in support of major exhibitions and their accompanying catalogs.

Prior to her tenure at UC Press, Goggins spent more than a decade working as a marketing officer for the global travel company Lonely Planet. A lifelong community advocate, Goggins has extensive

experience volunteering for mission-led organizations in the Bay Area and abroad, including serving as an ESL and writing tutor at the San Francisco-based education nonprofit 826 Valencia. She has public speaking experience at industry events including the College Art Association, Publishing Professionals Network, American Booksellers Association's Winter Institute, and the National Museum Publishing Seminar. Goggins received her bachelor's degree in World Literature and Cultural Studies with an emphasis in Art History from the University of California, Santa Cruz.

"It's an honor to join the team at BAMPFA, a museum I deeply admire and which I count myself lucky to have collaborated with on multiple occasions," said Goggins. "As a Bay Area native who is passionate about the arts and culture, I'm deeply familiar with BAMPFA's longstanding reputation as a space for engaging and adventurous art and film programming. I'm excited to apply my experience as a marketing leader to strengthen this reputation even further, and to help the museum build new audiences across and beyond the Bay Area."

About BAMPFA

An internationally recognized arts institution with deep roots in the Bay Area, the University of California, Berkeley Art Museum and Pacific Film Archive (BAMPFA) is a forum for cultural experiences that transform individuals and advance the local, national, and global discourse on art and film. BAMPFA is UC Berkeley's premier visual arts venue, presenting more than 450 film screenings, scores of public programs, and more than fifteen exhibitions annually. With its vibrant and eclectic programming, BAMPFA inspires the imagination and ignites critical dialogue through art, film, and other forms of creative expression.

The institution's collection of more than 28,000 works of art encompasses pieces dating from 3000 BCE to the present day and includes important holdings of Ming and Qing Dynasty Chinese painting, Japanese paintings and woodblock prints of the Edo period, Indian miniatures, Old Master works on paper, Italian Baroque painting, early American painting, Abstract Expressionist painting, contemporary photography, and conceptual art. BAMPFA's collection also includes more than 18,000 films and videos, including the largest collection of Japanese cinema outside of Japan, impressive holdings of Soviet cinema, West Coast avant-garde film, and seminal video art, as well as hundreds of thousands of articles, reviews, posters, and other ephemera related to the history of film.