

MASS MoCA

MASS MoCA Appoints Nora Trebbe Maroulis as Chief Advancement Officer



North Adams, MA, January 31, 2025 – MASS MoCA has announced the appointment of Nora Trebbe Maroulis as Chief Advancement Officer after a national search and selection process. In this newly created position, Maroulis will lead MASS MoCA's advancement team in the development and implementation of strategies for contributed revenue across all channels, including playing the lead role in designing, planning, and launching its next comprehensive capital campaign.

Maroulis brings over 25 years of strategic museum leadership, fundraising, and marketing experience to her new role as Chief Advancement Officer at MASS MoCA. Serving most recently as Director of Campaign Planning and Partnership at Historic New England, Maroulis began her career working on the front lines of The Metropolitan Museum of Art's \$1B capital and endowment campaign. She went on to lead Development at the Smithsonian's Archives of American Art before returning to her native New England to oversee the launch and positioning of the Eric Carle Museum of Picture Book Art. Her commitment to increasing the capacity and vitality of the cultural sector has continued as a member of the leadership teams of deCordova Sculpture Park and Museum, the Worcester Art Museum, and the Emily Dickinson Museum, and as an independent consultant assisting some of the region's leading nonprofits — including MASS MoCA — design and launch major strategic initiatives and connect with transformative donors. She currently serves on the boards of MassCreative, the Fine Arts Center at UMass Amherst, and Commonwealth Murals.

“MASS MoCA’s 2024-2030 Strategic Plan embraces a vision that includes extensive opportunities for how we can better support artists, design an environmental transformation for the place we call home, and reimagine what an art museum can be – through what MASS MoCA can continuously become,” said Kristy Edmunds, Director. “Nora’s proven ability to foster meaningful connections in the field and develop and lead a team to advance the impact of an organization’s mission and culture of philanthropy, make her an invaluable addition to the leadership team at MASS MoCA.”

“I am thrilled to return to MASS MoCA at such an exciting moment in its evolution,” added Maroulis. I look forward to working together with Kristy, the staff, and Board of Trustees to build upon the museum’s bold legacy, and usher in the next generation of philanthropic support to help achieve MASS MoCA’s ambitious goals of lasting impact.”

About MASS MoCA

MASS MoCA is currently celebrating its 25th Anniversary Season under Director Kristy Edmunds, not only as the largest, multidisciplinary, contemporary art museum in North America, but also as a creative campus with a regional, national, and global impact. MASS MoCA is one of the world’s liveliest centers for making and enjoying today’s most evocative art, and is an indispensable home for artists who stretch toward what has yet to be created. From its beginnings as the major textile mill Arnold Print Works in the mid-19th century, to its days as the Sprague Electric Company in the mid-20th century, to its current iteration as a globally renowned contemporary art museum and fabrication center, the 24-acre MASS MoCA campus has a rich history of serving as the economic engine of the city of North Adams and the surrounding region. With vast galleries and a stunning variety of indoor and outdoor performing arts venues, MASS MoCA is able to embrace art in all forms. For more information visit massmoca.org or follow on Instagram at [@massmoca](https://www.instagram.com/massmoca).

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