

## **PRESS RELEASE**

**Thursday 13 September 2018**



### **London Transport Museum appoints new Chief Operating Officer Elizabeth McKay to lead delivery of five-year plan**

London Transport Museum has announced the appointment of Elizabeth McKay to the new role of Chief Operating Officer. McKay will work alongside the Museum's Director, Sam Mullins, to deliver an ambitious five-year plan which aims to increase visitor numbers, diversify audience engagement and create exciting new commercial opportunities.

McKay is an award-winning creative leader and takes up her new role in September 2018 having previously been Chief Learning Officer at Historic Royal Palaces (HRP) where, over six years, she transformed the scale and impact of learning and public engagement. She doubled audience reach through innovative programming, large-scale events and increased digital content, and was recognised for excellence in the sector with awards including Museum + Heritage and Learning Technologies. Before HRP she was the Head of BBC Knowledge Campaigns and prior to that enjoyed a successful career working on leading global and regional brands at Grey Advertising in London and New York. Elizabeth is Deputy Chair of the Kids in Museums charity.

She joins London Transport Museum at a significant time in the Museum's history as it develops an ambitious five-year plan which will establish financial sustainability, extend audience reach, increase engagement through a distributed Museum initiative, and create additional commercial value by maximising assets.

McKay said, "I'm delighted to join London Transport Museum (LTM) as the new Chief Operating Officer. LTM has always been an innovative and forward-looking museum that

punches above its weight. I've been impressed by the ambitious plans and an excellent senior leadership team and look forward to contributing to its future success.”

Sam Mullins, Director of LTM said, “London Transport Museum is at a really exciting point in its development. It is the world’s leading urban transport Museum, is a significant educational charity and has an exciting programme of exhibitions and events in development. I’m looking forward to working with Elizabeth to deploy her experience and work on the financial sustainability of our Museum through an agile and focussed approach to achieve our ambitious objectives.”

London Transport Museum was granted charitable status in 2007 and receives funding through visitor admission income, trading activity, sponsorship, trusts, foundations, public funding and individual giving. In 2017/18 over 400,000 people visited the Museum in Covent Garden.

**Ends**

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## **Notes to editors**

### **Elizabeth McKay – biography**

Elizabeth McKay is an award-winning creative leader with experience in heritage, public-service broadcasting and commercial advertising. She joined London Transport Museum in the new role of Chief Operating Officer in September 2018 to lead the formulation and delivery of the annual and future plans. Elizabeth is an active Trustee supporting Kids in Museums and has recently become the Deputy Chair of the charity.

Elizabeth was previously the Chief Learning Officer at Historic Royal Palaces (HRP) for nearly six years where she transformed the scale and impact of learning and public engagement. She developed a new strategy that doubled the reach with new audiences through fresh programming, large-scale events and increased digital content. Her department created content and experiences that ignited discovery on-site, off-site and online and was recognised for excellence in the sector with awards including Museum + Heritage and Learning Technologies.

Before joining HRP, Elizabeth was the Head of BBC Knowledge Campaigns where she led a team to develop and deliver cross-platform campaigns, seasons and events as part of the BBC’s charter commitment to learning. Under her leadership, BBC Learning engaged over 5 million people across the UK and facilitated face-to-face contact with over 1 million each year. As an Executive Producer, her projects won a number of awards including a Webby, Peabody, Children’s Bafta and a Royal Television Society Education Award for Best Campaign. Prior to BBC Elizabeth had a successful career working on leading global and regional brands at Grey Advertising in London and New York.

Elizabeth holds a BA in English and American Literature and Language from Harvard University and an MBA from Oxford's Graduate School of Business. Elizabeth lives in London with her husband and two children who love museums and the rich cultural experiences that London offers.

She enjoys skiing, cycling, yoga, hiking, heritage, theatre, museums, opera, politics and enjoying London's culture.

### **Elizabeth McKay - curriculum vitae**

**2012 – 2018 – Chief Learning and Engagement Officer, Historic Royal Palaces**

**2008 – 2011 – Head of Knowledge Campaigns, BBC Learning**

**2004 – 2008 – Head of Development and Executive Producer, BBC Learning**

**1990 – 2002 – Grey Advertising, New York and London**

### **London Transport Museum**

- London Transport Museum uses the story of transport to encourage, enrich, and inspire all Londoners and those who love this city to get the most out of London.
- The Museum is situated in the heart of Covent Garden and filled with stunning exhibits; the Museum explores the powerful link between transport and the growth of modern London, culture and society since 1800. Historic vehicles, world-famous posters and the very best objects from the Museum's extraordinary collection are brought together to tell the story of London's development and the part transport played in defining the unique identity of the city.
- As well as exploring the past, the London Transport Museum looks at present-day transport developments and concepts for urban transportation in the future, which includes a contemporary collecting policy for the benefit of future generations.
- The Museum is an educational and heritage preservation charity. Its purpose is to conserve and explain the history of London's transport, to offer people an understanding of the Capital's past development and to engage them in the debate about its future. The Museum's charity number is 1123122.

[www.ltmuseum.co.uk](http://www.ltmuseum.co.uk)