

The Adler Planetarium Welcomes New Vice President, Marketing & Communications, Ryutaro Mizuno

CHICAGO – July 17, 2017 – The Adler Planetarium is pleased to welcome Ryutaro “Ryu” Mizuno as the museum’s Vice President, Marketing and Communications. Reporting to the Adler’s President and CEO, Michelle B. Larson, PhD, Mizuno will be the museum’s senior marketing strategist, responsible for stewardship of the Adler brand internally, within the Chicago community, and beyond.

“As the country’s first planetarium, the Adler has long positioned itself as a cultural institution committed to bringing communities together through engagement, curiosity, and exploration,” said Mizuno. “I am honored to have the opportunity to further establish the Adler brand as the premier organization for connecting people and the Universe to move science forward.”

Ryu Mizuno has nearly twenty years of broad marketing and brand strategy experience in both the private and nonprofit sectors.

Prior to joining the Adler, Mizuno was Senior Director of External Relations for the YMCA of the USA where he was responsible for marketing efforts geared to elevate brand reputation, public awareness, and fundraising for the Y as a leading nonprofit for youth development, healthy living, and social responsibility. He also served as Vice President of Marketing and Communications for Catholic Relief Services, and led award-winning marketing campaigns for world-renowned brands such as UNICEF, Major League Baseball, and Tiffany & Co.



“We enthusiastically welcome Ryu to the Adler team,” said Larson. “His proven expertise and experience in both the nonprofit and for-profit sectors is an asset to our organization as we continue to strengthen our business model and engage explorers of all ages at the museum and in communities across Chicagoland, the nation and the world.”

Mizuno holds a BS degree in Communications from Boston University and an MBA from New York University’s Stern School of Business. He speaks fluent Japanese.

About the Adler Planetarium:

The Adler Planetarium—America’s First Planetarium—is more than a museum; it is a laboratory, a classroom, and a community exploring the Universe together. Each year, nearly 570,000 visitors experience the museum’s interactive exhibitions, live planetarium shows, hands-on, minds-on STEM education programs, and world-class collections. Founded in 1930 by Chicago business leader Max Adler, the Adler Planetarium is a recognized leader in public engagement. The museum’s scientists, historians, and educators inspire the next generation of explorers and invite you to explore space with us.