

## **The Adler Planetarium Announces New Vice President, Guest Experience, Yoo-Jin Hong**

CHICAGO – August 14, 2019 The Adler Planetarium is pleased to announce the appointment of Yoo-Jin Hong as the museum's next Vice President, Guest Experience. Reporting to the Adler's President and CEO, Michelle B. Larson, PhD, Hong will be leading the creation of innovative, bold, and visionary guest experiences for the Adler to elevate its position in the market and help expand its reach locally, nationally, and globally.

"I am inspired by the opportunity to help generations of audiences discover the joy of seeing the Moon through a telescope, be stirred by our planetarium shows, and make meaning when looking up at the night sky," said Hong. "As the Adler continues on its ambitious upward path toward its centennial, I look forward to further strengthening the way we create lasting memories through astronomy and space science."

Yoo-Jin Hong came to the Adler in 2018 after 15 years in the performing arts sector working to increase public value and relevance of cultural institutions in society. As Director of Learning and Leadership Programs at the League of American Orchestras, Hong developed leadership programs, conferences, and grants programs that addressed important issues in the arts and ignited organizational change efforts across the field. Hong also worked at the Chicago Symphony Orchestra Association overseeing the Civic Orchestra of Chicago, a 90-member professional training ensemble for orchestral musicians. During her time as the Director of Civic Orchestra and Training Programs, Hong elevated the orchestra's artistic experience and deepened its civic engagement in the greater Chicago area.



"Having risen to the top of a national, competitive executive search process, we are thrilled to promote Yoo-Jin to the Adler's executive team," said Larson. "Her extensive background in guest experience, program design, and community engagement is a tremendous asset to our organization. Her skills in team leadership and in developing distinctive programs and initiatives will further leverage the inspiring nature of the Adler's collections and exhibitions."

As a classically trained flutist, Hong has degrees in music and orchestral studies. She is an avid long distance runner and triathlete.

### **About the Adler Planetarium:**

The Adler Planetarium connects people to the Universe and each other. Whether it is introducing a guest to the Ring Nebula, a neighborhood school to a community partner, a research team to a network of citizen scientists, or one staff member to another, the Adler's focus on meaningful connections dates back nearly a century.

Today, the museum hosts more than half a million visitors each year and reaches millions more through youth STEM programs, neighborhood skywatching events, online citizen science, and other outreach projects. With the Adler's support, people of all ages, backgrounds, and abilities gain the confidence to explore their Universe together and return to their communities ready to think critically and creatively about any challenge that comes their way.