

Matt Briney

Museum & Cultural Institution Executive

SUMMARY

Senior museum and cultural institution leader with a strong track record of advancing presidential libraries and historic sites through strategic vision, integrated planning, visitor-centered experiences, and measurable audience growth.

Results-oriented executive with deep experience leading complex, mission-driven organizations through strategic planning, large-scale initiatives, and cross-functional collaboration. Proven ability to translate institutional vision into executable roadmaps spanning exhibitions, visitor experience, education, operations, and public engagement. Adept at guiding organizations through periods of growth and change, leveraging data, audience insight, and sound judgment to inform decision-making and deliver measurable results.

AREAS OF EXPERTISE

- Museum Operations & Strategy
- Strategic Planning & Execution
- Project & Program Management
- Institutional Communications
- Analytics & Reporting
- Exhibitions & Interpretive Experiences
- Leadership & Staff Development
- Membership & Earned Revenue
- Interpretive Storytelling
- Cross-Functional Collaboration
- Education & Civic Engagement
- Budgeting, P&L & Forecasting
- Public Programming & Events
- Audience Development
- Technology Implementation

CAREER EXPERIENCE

Chief Communications & Marketing Officer

2024 — Present

Theodore Roosevelt Presidential Library — Remote

Senior executive responsible for leading institutional communications and public-facing strategy for a presidential library under construction. Serve as a key member of the leadership team helping shape organizational vision, operational readiness, and public engagement in advance of opening.

- Served on the leadership team responsible for developing the Library's operations plan, including business and earned-revenue components, using benchmarking and planning data from peer presidential and cultural institutions.
- Led a daily historical storytelling initiative focused on Theodore Roosevelt's life and legacy, tripling social media engagement while using performance data to inform interpretation and audience engagement.
- Direct and manage all press relations for the Presidential Library, overseeing an external agency and serving as institutional spokesperson while monitoring coverage, sentiment, and reach.
- Developed and maintained an institution-wide talking-points framework covering construction, exhibitions, outreach, and Theodore Roosevelt's legacy, ensuring consistency across leadership and partners.
- Oversee a documentary video team capturing the Library's construction and development, producing interpretive and archival assets used for education, exhibitions, and public engagement.
- Led the selection of ticketing, e-commerce, and database systems, evaluating platforms for scalability, reporting capabilities, data integrity, and visitor experience.
- Established the Library's membership and annual giving programs, defining value propositions and baseline metrics for acquisition, retention, and engagement.
- Led the development of an AI-driven, GPT-powered collections platform, working closely with collections and curatorial teams to improve access to and exploration of the Library's collection.
- Built an AI-driven Google Ad Grant optimizer for the TRPL Foundation that crawls the institution's sitemap and manages campaigns via the Google Ads & GA4 APIs, sustaining a 16.46% average click-through rate (peak 25.78%) — more than 3x the Grant minimum.

Vice President, Media & Communications

2014 — 2024

George Washington's Mount Vernon — Mount Vernon, VA

Senior executive at one of the nation's most-visited historic sites, responsible for leading integrated communications, interpretive media, and public-facing initiatives in coordination with museum leadership, curatorial, education, guest services, and operations teams. Managed a \$2.5M annual operating budget.

- Led website redesign for Mount Vernon, prioritizing content marketing to enhance educational outreach and drive increased visitation via organic SEO impact, boosting annual visitation from 2.5M to 8M+ visitors and 18M+ pageviews per year.
- Produced Mount Vernon's immersive virtual tour, attracting 4M+ visitors with average dwell time of 18 minutes. Widely used in classrooms nationwide.
- Achieved major growth in e-commerce revenue from \$1.1M in 2015 to \$8.6M in 2021 by leading strategic initiatives, marketing innovations, and seamless online shopping experiences.
- Directed end-to-end creation of award-winning Be Washington interactive theater — a \$3.5M capital project that received the 2018 Thea Outstanding Achievement Award.
- Functioned as Executive Producer of award-winning short films including Yorktown Now or Never, The Winter Patriots, A More Perfect Union, Washington's War, and George Washington and the Pursuit of Religious Freedom. Films received Telly Awards and distribute on Amazon Prime, Apple TV, Google Play, and Curiosity Stream.
- Administered public affairs logistics for high-profile VVIP visits, including President Biden, President Trump, King Charles, Benjamin Netanyahu, and President Zelensky.
- Led successful revamping of the estate's pricing models, leading to a 30% increase in new members within the first year.
- Replatformed and produced the estate's audio tour on Guide ID's Podcatcher Pro, replacing a \$7 add-on with a free-with-admission tour of 53+ stops, 4+ hours of podcast-style audio, and accessibility in five languages.
- Served as the editor of Mount Vernon Magazine (Winter 2020 — Spring 2024), overseeing the tri-annual print publication combining long-form scholarship from working historians and curators with donor stewardship.
- Created a groundbreaking augmented-reality tour utilizing Epson Moverio smartglasses with ARtGlass — making Mount Vernon one of the first U.S. historic sites with a regular wearable-AR visitor offering.
- Steered end-to-end migration of Mount Vernon's web and database platforms to AWS, yielding a 35% reduction in operating costs.
- Implemented an enhanced email program achieving a 38% revenue increase through meticulous segmentation, A/B testing, and mobile optimization.

Vice President, Technical Manager
Edelman Public Relations — Washington, DC

2011 — 2014

Orchestrated design and execution of Edelman's exclusive Salesforce.com database marketing platform, Multiplier, offering efficient engagement analytics spanning web, social, email, and offline initiatives. Delivered strategic marketing insights and technical guidance to prominent brands across a portfolio of 60+ projects.

- Implemented and managed grassroots advocacy campaigns for prominent organizations including American Petroleum Institute, Pfizer, Microsoft, Walmart, Pepsi, Halliburton, the Episcopal Church, and the Embassy of Canada.
- Hired by HP CEO Meg Whitman to lead internal communications amid rapid leadership changes. Created HPNN, an internal news platform using native HP technologies.
- Headed development and deployment of a B2G (Business-to-Government) website for BlackBerry RIM, highlighting the robust security features of BlackBerry systems for secure government communications.
- In 24 hours, created an interactive tool using Multiplier technology to tackle Hyundai's fuel economy miscalculation, calculating MPG discrepancies by VIN, factoring in state-specific fuel prices, and allowing owners to file fuel reimbursement claims.
- Engineered a bespoke digital publishing system for Chevron, enabling safe internal communication while prioritizing data confidentiality and employee privacy.
- Designed a user-friendly internal communications tool using Salesforce.com for seamless employee communication and collaboration within General Electric.

Vice President
Emotive, LLC — Arlington, VA

2005 — 2011

Pioneered the establishment of an interactive direct marketing agency, leading from conceptualization to execution. Offered strategic marketing consulting to 40+ prestigious non-profit organizations, political candidates, and trade associations including the Pickens Plan, the Alzheimer's Association, the Republican National Committee, and the Martin Luther King, Jr. National Memorial Project.

- Designed and executed marketing and fundraising strategies for the Martin Luther King, Jr. National Memorial capital campaign — managed digital ticketing for the 2006 groundbreaking, distributed Morgan Freeman's celebrity advocacy spots, and raised \$15M+ through digital outreach toward the memorial's ~\$120M total cost.
- Headed digital marketing for T. Boone Pickens' Pickens Plan campaign to reduce US gasoline dependency. Managed a Super Bowl ad campaign and a live-stream event that attracted millions; the petition amassed millions of signatures.
- Executed digital fundraising campaigns for high-profile political figures including Governors Schwarzenegger, Kasich, and Haslam; Senator McConnell, Senator Bennett, and Senator Allen; and the Republican National, Congressional, and Senatorial Committees.
- Transformed open-source CRM CiviCRM for political campaigns, contributing source code to enhance the platform's email throughput via efficient server multi-threading.
- Managed and maintained Emotive's technology alliances with Blackbaud Sphere, Blackbaud Convio 360, and Blackbaud Raiser's Edge.
- Unified and spearheaded a multidisciplinary team comprising account managers, graphic designers, and web application developers.
- Grew company's annual revenue to \$5.7M through effective management and execution of business strategies.

ADDITIONAL EXPERIENCE

Director of Strategic Marketing

American International Automobile Dealers Association — Alexandria, VA

Web Properties Manager

DCI Group — Washington, DC

EDUCATION

Bachelor of Arts, Interdisciplinary Studies

Virginia Tech — Blacksburg, VA

Minors in Communications, Graphic Design, and Humanities

BOARDS & AFFILIATIONS

- Board Member, Secretary — Visit Fairfax (2019–2022)
- Participating Member — Mount Vernon Tourism Taskforce (2019–2022)
- Board Member — The Campagna Center, Alexandria (2013–2016)