



GRAMMY MUSEUM® APPOINTS PAUL DIEN TO VP OF ADVANCEMENT AND PARTNERSHIPS

DIEN ASSUMES ROLE EFFECTIVE IMMEDIATELY

LOS ANGELES (JUNE 23, 2022) — The GRAMMY Museum® announced today Paul Dien has joined the company as VP of Advancement and Partnerships, effective immediately. In his role, Dien will lead the overall fundraising and advancement, marketing and social media, and strategic brand partnerships of the Museum, with a particular goal of leading efforts to continue diversifying and deepening its contributed and earned revenue. The role will focus on supporting the educational and curatorial work of the Museum by providing necessary resources to its programmatic teams by fostering relationships with the philanthropic and corporate community. Dien will be heading the newly combined departments of the Museum by leading both the Marketing and Advancement teams of Vivek Paul, Marketing Director; Kristen Jennings, Membership and Annual Giving Manager; Meredith Rene Crabtree Warner, Major Gifts Officer; and Chen Yang, Development and Fundraising Coordinator.

“The GRAMMY Museum is thrilled to welcome Paul to the leadership team,” said Michael Sticka, President/CEO. “By bridging the gap between our Marketing, Advancement, and Partnerships teams, Paul’s extensive experience better positions the GRAMMY Museum to leverage our own unique and renowned brand to provide our partners and donors a greater return on their investment in our Mission.”

“I’m humbled to be joining the amazing team at the GRAMMY Museum,” said Dien. “As a lifelong music lover and culture enthusiast, I look forward to continuing to build the Museum’s reputation as the home that celebrates our collective musical heritage and work to positively impact the Museum’s expansive community.”

Prior to joining the GRAMMY Museum, Dien was head of strategic partnerships for Good and Upworthy, a leading social impact company with a mass audience. He worked on a variety of social impact and marketing campaigns for clients such as Tory Burch, GoFundMe and Netflix. Dien also worked at Participant Media as VP of strategic alliances, working to amplify social impact campaigns for films such as *He Named Me Malala*, *Gardeners of Eden* and *A Monster Calls*. Previously, Dien ran Sodamedia, a digital agency in Shanghai, which worked with luxury brands including Armani, Fresh Cosmetics and the Swire Group. He also worked at MTV’s global HIV/AIDS charity the Staying Alive Foundation, serving as director of strategic partnerships, working with brands such as H&M, Urban Outfitters and the Body Shop on cause-related marketing initiatives.

Dien will report to Sticka and joins the leadership team that includes Jasen Emmons, Chief Curator and VP of Curatorial Affairs; Hilary Fahlsing, Vice President of Finance, Administration and Operations; Rita George, Chief Program Officer; David Sears, Vice President of Education for GRAMMY In The Schools®; and Lynne Sheridan, Vice President of Artist Relations, Public Programming and Content.

Dien holds a Bachelor of Arts in international relations and public relations from S.I. Newhouse School of Public Communications.



Press photo can be viewed [here](#).

ABOUT THE GRAMMY MUSEUM

Established in 2008, the GRAMMY Museum is a nonprofit organization dedicated to cultivating a greater understanding of the history and significance of music through exhibits, education, grants, preservation initiatives, and public programming. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form—from the technology of the recording process to the legends who've made lasting marks on our cultural identity.

For more information, visit www.grammymuseum.org, "like" the GRAMMY Museum on Facebook, and follow @GRAMMYMuseum on Twitter and Instagram.

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