

Mass Culture Announces Michelle Yeung as Managing Director

Toronto, September 3 2024 - Marking a new era for the organization, **Mass Culture/Mobilisation culturelle** (MC) is pleased to announce that Michelle Yeung will be co-leading MC as Managing Director, alongside Robin Sokoloski, Director of Programming and Research, and Kathryn Geertsema, Office and Communications Manager. This is a new position for the organization, starting in September, 2024.

Michelle has dedicated her over-20-year career to the arts sector, holding administrative and leadership positions at Dance Arts Institute, Toronto Arts Foundation, Tafelmusik, Factory Theatre, Canadian Stage and Sony Centre. Her passion for fundraising and improving the health of arts organizations across the country makes Michelle the perfect person to lead MC into a new phase of its development as a hub for arts research, sector connection, and digital innovation.

She is a graduate of Toronto Metropolitan University (BFA), York University (BA) and Dalhousie University (MBA Leadership). She has also successfully completed programs through Boston University (Fundraising) and Ivey Business School (Leadership) and maintains her Certified Fund Raising Executive designation.

Michelle is currently a board member at Work in Culture, a Program Advisory Committee member for Humber Colleges' Arts Administration & Cultural Management program, and the Lead of the Creative Champions Network, an initiative of Toronto Arts Foundation. She is inspired by philanthropy, volunteerism and collaboration.

In her new role, Michelle will work to increase Mass Culture/Mobilisation culturelle's financial growth and sustainability to support a rapidly growing network that energizes arts and culture research, data and knowledge across Canada. This position will help establish a stable foundation from which MC can support community voices in arts research.

Michelle had this to say about the appointment:

"I am very excited to join the staff and working groups of Mass Culture as the new Managing Director; to be at the forefront of driving meaningful change through research, enabling the Canadian arts community to be strategic, focused and adaptive. Innovative projects like Data Narratives for the Arts is one example of the impact that Mass Culture will have on influencing policy and practice in the cultural sector for it to thrive. The organization's commitment to radical inclusion, community engagement, and a national strategy offers opportunities to work with diverse community members, expand my impact, and be part of a transformative movement. Mass Culture's dynamic environment fosters creativity, professional growth, and a shared vision for a vibrant, inclusive arts community. This inspires me. I am honoured to be able to serve the community in this space and look forward to driving the organization's financial growth and sustainability."

Going forward, MC will continue to expand on the Data Narratives for the Arts (DNA) project, an initiative to ignite data empowerment within the arts community, and will also be building on its commitment to supporting infrastructure within the sector by launching Evaluative Thinking, a new initiative centering arts evaluation practices.

MC deepens the capacity of communities to develop an interconnected arts sector empowered to reflect and make informed decisions towards a future in which the arts sector can flourish. MC is committed to working with our growing network and expanding strategic partnerships to ensure all communities have the ability to mobilize and benefit from arts research.

There are multiple opportunities to engage with MC. Find out how you can be involved [here](#).

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Mass Culture is a collaborative support organization that takes a community-based approach to providing diverse parties with the context and connections needed to enhance the equitable mobilization of arts and culture research.

Media Contact: Kathryn Geertsema, Office and Communications Manager

info@massculture.ca | 416-466-7170 | www.massculture.ca

Twitter & Instagram: @massculture_ | Facebook: @massculture19 | LinkedIn: @Mass Culture