



## News Release

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### FOR IMMEDIATE RELEASE

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### Saint Louis Science Center Names New Chief Marketing Officer

**ST. LOUIS (Nov. 8, 2017)** — The Saint Louis Science Center today named Ann Balsamo its new chief marketing and communications officer. Her responsibilities will include overseeing marketing, communications, social media/website, public relations, design and creative services and community relations. Balsamo will serve as a key member of the C-level executive team with a focus on positioning the Saint Louis Science Center as the regional leader in connecting people with science.

“The Science Center is thrilled to add a leader with the breadth of knowledge and experience that Ann has to our executive team,” said Bert Vescolani, president and CEO. “In addition, Ann is a lifelong St. Louisan with connections deep within the community. She will be a tremendous asset as we continue to strive to be the ‘hub’ for all things science in the St. Louis region.”

Balsamo comes to the Saint Louis Science Center from Elasticity, a full-service marketing agency where she served as Vice President, Accounts, and led the agency’s work with the State of Missouri, including the Missouri Wine and Grape Board (part of the Missouri Department of Agriculture), the Department of Health and Senior Services, and other state agencies. She is also a veteran of global agencies FleishmanHillard and Weber Shandwick, where she managed a variety of accounts from technology and innovation, such as Energizer, AT&T, and Hitachi Global Storage Technology, to consumer products and services such as Procter & Gamble brands, to government, nonprofit and public initiatives. Additionally, she has worked in the financial services sector. Balsamo began her career in the marketing departments of Opera Theatre of Saint Louis and the Saint Louis Zoo.

“St. Louis has always been a leader in technology, from its historic roots in aerospace to its present and future leadership in Ag Tech and in the innovation and start-up ecosystem. The Saint Louis Science Center is essential to connect the region to our important role in science and innovation and I’m excited to help the Science Center tell that story,” said Balsamo.

A native of St. Louis and a south St. Louis City resident for nearly two decades, Balsamo has been active within the Friends of Tower Grove Park, the Downtown and South City YMCA branches, and St. John’s



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Episcopal Church. She is a graduate of Leadership St. Louis, a University of Missouri–Columbia alumna and has a master’s degree in Art History from Washington University in St. Louis.

### **Saint Louis Science Center**

The mission of the Saint Louis Science Center is to ignite and sustain lifelong science and technology learning. Named a Smithsonian Institution Affiliate in 2016, the Saint Louis Science Center features more than 700 interactive exhibits, as well as a five-story OMNIMAX® Theater, Boeing Hall and the James S. McDonnell Planetarium. For more information about the Saint Louis Science Center, please visit [slsc.org](http://slsc.org).

### **Trademarks**

Thank you for your interest in the Saint Louis Science Center. We ask that you include the full names of our institution: Saint Louis Science Center, OMNIMAX® Theater, Boeing Hall and James S. McDonnell Planetarium when writing your story.



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