



**For Immediate Release:**

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**KID MUSEUM WELCOMES FOUR NEW SENIOR TEAM MEMBERS AS IT EXPANDS REACH OF  
MAKER LEARNING TO SUPPORT IMPACTFUL COVID RECOVERY AMONG STUDENTS IN THE  
DMV**

*Jacqueline Eyl, Lisa O'Brien, Kelly Chmielewski and Monica Goodwyn bring leadership expertise in Programming, Advancement, Marketing and Communications, and Human Resources*

(Bethesda, MD--July 20, 2021) KID Museum, a pioneering experiential museum and educational makerspace, is proud to announce the addition of several key leadership positions to drive significantly expanded access to experiential learning for students across the region.

Heading up new and growing content development for the museum and makerspace is Jacqueline Eyl as Chief Program Officer (CPO). Eyl, the former Director of Youth Education, Exhibitions and Programs for the International Spy Museum, joins KID Museum alongside Chief Advancement Officer Lisa O'Brien, Managing Director of Marketing and Communications Kelly Chmielewski, and Managing Director of People and Culture Monica Goodwyn. These established leaders will support KID Museum in its mission to empower the next generation with the skills to invent the future through expanded reach for maker learning—hands-on learning in coding, robotics, electronics, textiles/fiber arts, 3D printing and more—in the DMV region.

These new leaders join at a time of organizational growth and a critical time for education as communities continue to recover from unfinished learning caused by COVID-19, and work to cultivate a diverse new generation of inventors, innovators and change-makers.

- **Jacqueline Eyl, Chief Program Officer (CPO):** As former Director of Youth Education at the International Spy Museum, Eyl brings over 30 years of expertise in developing innovative youth and family programming, exhibitions, interactive and immersive experiences and K-12 curriculum resources. In her new role, she will oversee the design and development of educational programs and advance KID Museum's partnerships with community-based organizations, researchers/universities, schools and school districts, and national partners.
- **Lisa O'Brien, Chief Advancement Officer:** As former Executive Director of the Scratch Foundation, O'Brien led the foundation's efforts to make the Scratch computer

programming platform more accessible to young people around the world. She also held key positions at Discovery Education where she spearheaded global content acquisition, and earlier in her career launched the studio art program at the Boston Children's Museum. In her new role, Lisa leads KID Museum's advancement strategy, ensuring its development, marketing, and communications efforts align with the Museum's strategy, vision and goals.

- **Kelly Chmielewski, Managing Director of Marketing and Communications:** An Emmy Award-winning creative leader who spent nearly 20 years at PBS where she served as Vice President of PBS's Creative Lab. Chmielewski was also the Founder of The Possibility Shop which helped to evolve brand positioning and increase engagement and loyalty for purpose-driven organizations such as Fred Roger Productions, Special Olympics International and Mingei International Museum. In her new role, Kelly leads marketing and communications strategy, sharing the story of KID Museum's vision in order to inspire and engage audiences in their mission to cultivate the next generation of inventors, innovators and change makers.
- **Monica Goodwyn, SPHR, SHRM-SCP, Managing Director of People and Culture:** With more than 25 years of human resources, executive leadership and business experience, Goodwyn will work to strengthen KID Museum's people strategies, Human Resources function and its commitment to diversity, equity, accessibility and inclusion. She previously held strategic leadership positions at organizations such as Bright MLS, the McGraw-Hill Companies, ConvaTec (a Bristol-Myers Squibb Company), and Aetna US Healthcare where she led key people, culture and change management initiatives.

"The addition of Jacqueline, Lisa, Kelly, and Monica to the KID Museum leadership team comes at exactly the right time. Having such incredible leaders who believe in our mission demonstrates the importance of our people and culture to support the expansion of KID Museum, accelerate the adoption of maker learning in the DMV region, and help us more deeply engage wide-ranging student communities, especially those disproportionately affected by pandemic-driven unfinished learning," said KID Museum Founder and Executive Director, Cara Lesser.

KID Museum recently announced a major expansion of its facilities and programs to address under-resourced communities and increase access to maker learning's hands-on approach to education. KID Museum has partnered with Montgomery County, Montgomery County Public Schools (MCPS), and other community partners around the DMV, such as The Universities of Shady Grove and is set to open a brand new Innovation Hub at 3 Bethesda Metro Center in early 2022. Its goal is to serve more than 100,000 students, families and educators per year through onsite, community-based and virtual programs.

### **About KID Museum**

KID Museum is the region's pioneering experiential museum and educational makerspace. We foster the "Mind of a Maker" and empower the next generation with the skills to invent the future. Through hands-on programs, we challenge young people to be active makers, building agency, confidence, and creative problem-solving skills. We design and deliver programs across the full continuum of learning for kids in pre-k through middle school in partnership with educators and schools. Our weekend onsite programs, community events, and live, virtual sessions encourage families to learn and explore together. We are part of a growing movement to remake education for every young person, putting them in the driver's seat of their learning and trusting them to be agents of change. For more information, please visit [www.kid-museum.org](http://www.kid-museum.org).