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**LISA BROWN ROSS NAMED PRESIDENT AND CEO OF THE
AFRICAN AMERICAN MUSEUM, DALLAS**

Accomplished communications strategist and nonprofit leader brings decades of international experience and a deep dedication to African American art and history to the historic Dallas institution

DALLAS (June 30, 2025) – Following a national search, the **African American Museum, Dallas** has named **Lisa Brown Ross** as its new President and CEO. A respected senior executive with a distinguished career in public affairs, nonprofit leadership and strategic communications, Ross steps into the role previously held by Dr. Harry Robinson, Jr., who led the Museum for more than 50 years. Ross will begin her new role on July 21.

“Lisa brings an extraordinary depth of experience and vision to this role,” said Levi Davis, board chair of the African American Museum, Dallas. “Her leadership, storytelling expertise, and deep commitment to African and African American culture make her the right person to guide the Museum into its next chapter.”

Ross most recently served as director of marketing and development at Anthem Strong Families, where she led a comprehensive rebranding initiative, grew community partnerships, and helped secure \$15 million in federal funding from the U.S. Department of Health and Human Services. She also served as President of the LJR Group, a strategic communications and public relations firm with clients ranging from government agencies to cultural institutions.

Her national and international experience includes a senior leadership role with the U.S. Agency for International Development (USAID), where she oversaw communications for education initiatives in sub-Saharan Africa, helping more than 15 million children – including 1.5 million girls – access learning opportunities. Ross has also held executive roles with the Robert Wood Johnson Foundation’s Urban Health Initiative and the Seattle Police Department, where she established the department’s first public affairs office.

“As someone who has spent a lifetime building this institution, I see in Lisa the same dedication to education, a steadfast resolve to preserving our heritage, and a passion for building community. She is not only capable – she is called to this work,” said Dr. Robinson, who now serves as the museum’s president and CEO, emeritus. “It brings me great joy to pass the torch to someone as accomplished, creative and committed as Lisa.”

In addition to her professional accomplishments, Ross has long been active in the North Texas arts community. She completed a strategic plan for Bishop Arts Theatre Center and served six years on the board of Jubilee Theatre in Fort Worth, where she chaired the marketing committee. She also developed a STEAM (Science, Technology, Engineering, Art and Math) curriculum and program in partnership with Bishop Arts Theatre Center for the Mid-Cities Chapter of The Links, Incorporated. An avid arts patron and collector, Ross is especially devoted to African and African American art and to preserving African American history.

Ross has been a champion of equity, education and cultural preservation throughout her career. She holds a bachelor's degree in broadcast journalism from the University of Texas at El Paso and is certified in international protocol and leadership strategy.

"I am grateful for the honor to serve as the next president and CEO of the African American Museum, Dallas – an institution that has long stood as a beacon of culture, education, and history in our city and beyond," said Ross. "Dr. Robinson built something extraordinary, and I am committed to building upon that legacy by expanding access, deepening community engagement, and spotlighting the richness of the African American experience through art, storytelling and scholarship. This is more than a professional calling – it's a personal mission."

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About the African American Museum, Dallas. The African American Museum, Dallas was founded in 1974 as a part of Bishop College. The Museum has operated independently since 1979. For more than 50 years, the African American Museum has stood as a cultural beacon in Dallas and the Southwestern United States. Located in Dallas' historic Fair Park, the African American Museum is the only museum in the Southwestern United States devoted to the collection, preservation and display of African American artistic, cultural and historical materials that relate to the African American experience. The African American Museum incorporates a wide variety of visual art forms and historical documents that portray the African American experience in the United States, Southwest, and Dallas. The Museum has a small, but rich collection of African art, African American fine art and one of the largest African American folk-art and decorative art collections in the United States. Learn more at aamdallas.org.

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