

# JAMSJ ANNOUNCES THE DESIGNATION OF VANESSAH LIU AS MUSEUM DIRECTOR

## A Vital Role for the Growth and Sustainability of the Nonprofit

SAN JOSE, CA (February 17, 2023) - The Japanese American Museum of San Jose (JAMsj) announced the designation of Vanessa Liu as Museum Director. Liu is the third director in the museum's history and the first as Museum Director. In this capacity she will continue the mission of cultural heritage and oversee the development, curation, and operations of the nonprofit. Liu will begin work in late February.

"I am thrilled and humbled to be joining the Japanese American Museum of San Jose. I look forward to amplifying the welcoming environment JAMsj has with the community. It will be a privilege to find new ways to establish a broader public connection to continue the legacy of Asian American history." Liu said.

"We are excited to have Vanessa join the JAMsj team as the new Museum Director," said Michael Sera, JAMsj Board President. "As JAMsj expands our reach and vision, she will be a huge asset with her experience in marketing and communications. She also brings her diverse cultural background that represents the San Jose Japantown community." he added.

### About Vanessa Liu



Liu brings over 15 years of Marketing and Communications experience in public, private, and nonprofit sectors utilizing collaboration, process, strategy, and humanistic perspectives as the foundation for positive results. Her rooted interest in unified cultural awareness as an essential marketing aid stems from her second generation, multi-ethnic upbringing. Prior to joining JAMsj, Liu served as senior director of Resource Area for Teaching (RAFT), a STEAM education nonprofit, where she spearheaded campaign management and tailored marketing processes, significantly improving engagement and reach.

Liu formally held director, management, and specialist roles for Environmental Volunteers, Silicon Valley Education Foundation, Metro Networks/iHeartMedia, National Semiconductor/Texas Instruments, and San Jose Mercury News. She holds a B.S. in Advertising and a minor in Anthropology from San Jose State University.

### Japanese American Museum of San Jose

535 N. Fifth Street  
San Jose, CA 95112

Established in 1987 as a research project about Japanese American farmers in Santa Clara Valley, The Japanese American Museum of San Jose grew from one room holding collective historical photographs, and memoirs to an over 6400 square foot museum in 2010. A unique collection of permanent and rotating exhibits chronicling more than a century of Japanese American history stimulates present day educational discussions on civil liberties, race relations, discrimination, and American identity.

Visit: [jamsj.org](http://jamsj.org) or call 408.294.3138 for more information.

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