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**Robb Woulfe named Executive Director of the Racine Art Museum Association, Inc.**

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The Racine Art Museum Association, Inc. (RAMA) announced today that veteran arts leader Robb Woulfe will join the institution as its new Executive Director on January 13, 2025. Woulfe was appointed by the RAMA Board of Directors following a rigorous national search led by Museum Search and Reference, Londonderry, New Hampshire. He succeeds longtime Executive Director and Curator of Collections Bruce W. Pepich, who is retiring after five decades of service. Pepich will continue as a Consultant for Permanent Collection Projects throughout the spring before fully retiring—assisting with the transition of leadership and ensuring the integrity of works in the museum’s care.

“Following Bruce W. Pepich’s 50 years of development and leadership of RAMA, Robb understands the legacy that Bruce built, and he brings a high level of enthusiasm, experience, and vision for RAMA’s continued excellence,” said John Crimmings, RAMA Board President. “The institution will continue to flourish under Robb’s leadership.”

In his new capacity, Woulfe will provide vision, curatorial oversight, and management expertise to the programming, financial planning, fundraising, operations, and communications at RAMA’s two campuses—the Racine Art Museum (RAM) in downtown Racine, Wisconsin, and RAM’s Charles A. Wustum Museum of Fine Arts (Wustum) located two miles from RAM. His extensive arts management background and strategic leadership style will be pivotal for expanding RAM and



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Wustum’s reputation for and ability to produce meaningful exhibition and education programming—enhancing the museums’ reach, accessibility, and impact in the community and beyond.

“I am thrilled to have been selected as the next director of RAMA and cannot wait to work with its talented team and vibrant community as we embark on this new chapter together,” said Woulfe, a native of Saint Paul, Minnesota. “It is particularly meaningful to me to return to the Midwest where I grew up and first began my career in the arts, starting at the Milwaukee Repertory Theater more than 30 years ago. I have such admiration for all that Bruce W. Pepich, the staff, board, and donors have accomplished, and I look forward to honoring and building on that legacy with innovative work that bridges art, craft, and the space between.”

Woulfe comes to Racine having most recently served since 2020 as Executive Director of the Santa Cruz Museum of Art & History, a hub for progressive museum thinking that works at the intersection of visual culture, humanities, and social engagement. During his tenure, he focused on financial resilience, organizational development, and broader public visibility, successfully navigating the museum through the pandemic and into recovery.

Previous to his time in California, he served as Arts and Culture Development Advisor with Park City Municipal in Utah; Founding President and CEO of Breckenridge Creative Arts in Colorado; Executive and Artistic Director of the Ann Arbor Summer Festival in Michigan; and held senior management and programming positions with other institutions in the Midwest.

With a three-decade history of working with diverse artists from across genre and disciplinary boundaries, Woulfe has organized and produced a wide range of projects in galleries, on stages, and in digital and site-specific contexts. He has also served as a panelist and juror for various agencies and organizations, including the National Endowment for the Arts, Mid Atlantic Arts Foundation, Arts Midwest, Colorado Creative Industries, and Minnesota State Arts Board, among others. In addition, Woulfe is a frequent invited speaker on topics related to activating public spaces through art, and using innovation and creative practice to build vibrant, livable cities. He holds a B.A. from Hamline University.

“Robb brings a wealth of experience to the Executive Director position and a dynamic perspective that will build upon the tremendous legacy created by Bruce W. Pepich,” said Susan Boland, former RAMA Board member and Chair of RAMA’s Executive Search Committee. “I am optimistic and excited about Robb’s acceptance of this role. Please join me in welcoming him to our community!”



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Woulfe is relocating to the Racine area with his wife, Amy, and their golden retriever.

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The two campuses of the Racine Art Museum—RAM in downtown Racine at 441 Main Street and the Charles A. Wustum Museum of Fine Arts (Wustum) at 2519 Northwestern Avenue—are located in Racine, Wisconsin, a historic community on the shores of Lake Michigan. RAM is home to the largest contemporary craft collection in North America and has a reputation for its award-winning architecture and nationally recognized exhibition program. Wustum is home to the organization’s diverse, award-winning art education programs and has presented significant art exhibitions since 1941.

Both campuses of the Racine Art Museum are currently open Wednesday through Saturday from 10:00 am to 4:00 pm. Admission rates are \$10 for adults; \$8 for students, seniors (62+), and veterans; and free for RAM members, children under 12, active military personnel, and NARM, ROAM, and AAM members.