



Museum of Nature and Science

Perot Museum of Nature and Science Welcomes KC Hurst as New Chief Marketing and Experience Officer *Hurst to spearhead the Museum's marketing and experience strategy in new role*

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DALLAS (January 9, 2025) - The **Perot Museum of Nature and Science** appoints **KC Hurst** as the Museum's new Chief Marketing and Experience Officer. A veteran marketing and communications executive with two decades of experience leading brand strategy, digital innovation, and audience engagement at prominent culture institutions, Hurst joins the Perot Museum at a time of dynamic growth and evolution. In this role, Hurst oversees the strategic alignment of the Perot Museum's brand strategy, marketing communications, and guest experience to strengthen its connection, reach, and impact with the North Texas community and bolster the Museum's reputation as a leader in informal STEM learning.

"KC's impressive background and innovative approach to marketing and communications make her an exceptional addition to the Perot Museum's leadership team," said Dr. Linda Silver, Eugene McDermott Chief Executive Officer of the Perot Museum. "A strategic visionary with wide-ranging experience in both arts and public education sectors, her addition marks a significant step forward in the Perot Museum's capacity to inspire curiosity and ignite a passion for science in the North Texas communities we serve."

Most recently, Hurst served as Chief Marketing, Communications and Digital Officer for Crystal Bridges Museum of American Art and the Momentary in Bentonville, Arkansas. She led the transformative evolution of the institution's brand strategy and communications, overseeing a multifaceted division of marketing, creative production, public relations, content development, multimedia, and interactive digital media teams. Under Hurst's leadership, Crystal Bridges and the Momentary saw notable achievements, including year-over-year visitation growth, record-setting exhibition attendance, and strengthened institutional reputation.

Prior to her work in Bentonville, Hurst served as the Chief Marketing and Communications Officer at the Dallas Museum of Art (DMA), where she redefined audience engagement through innovative multichannel campaigns, strategic community partnerships, and a reimagined digital presence. Her leadership drove significant advancements in the DMA's brand positioning, web and digital strategies, and marketing operations.

"It is a great honor to join the Perot Museum of Nature and Science at such a pivotal time," said Hurst. "I am excited for the tremendous opportunity to enhance and ensure the Perot Museum's mission of making the wonders of science and nature accessible to all, while inspiring and empowering our visitors, North Texas students and families through STEM and our educational programs."

Before her museum career, Hurst spent a decade in higher education with the Austin Community College

District, where she led a variety of award-winning digital marketing, community engagement, recruitment and brand awareness programs during the district's significant growth in Central Texas.

Hurst holds a bachelor's degree from the University of Texas at El Paso. She is currently pursuing an MBA at Duke University's Fuqua School of Business.

Hurst began her role at the Museum in fall 2024.

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About the Perot Museum of Nature and Science

About the Perot Museum of Nature and Science Located in the heart of Dallas, Texas, the Perot Museum of Nature and Science is a nonprofit educational and research organization dedicated to inspiring minds through nature and science. Visitors will find everything from dinosaurs to diamonds and space to sports, packed into five levels of hands-on discovery and adventure. Through its state-of-the-art exhibits, educational programming and community outreach, the Museum offers exciting and innovative experiences for learners of all ages. For more information, visit perotmuseum.org.

Contact

Dandy Killeen | Tony Fay PR | 817.307.4645 | dandy@tonyfaypr.com