



Pennsylvania Academy
of the Fine Arts

FOR IMMEDIATE RELEASE

The Pennsylvania Academy of the Fine Arts Appoints Jessica Sharpe as Chief Revenue and Engagement Officer

Philadelphia, PA — The Pennsylvania Academy of the Fine Arts (PAFA) announced today the appointment of Jessica M. Sharpe as its new Chief Revenue and Engagement Officer. Sharpe brings more than three decades of experience driving visitor engagement, revenue growth, and customer-centered strategy across major, national cultural institutions and destinations.

Sharpe most recently served as Principal and Founder of J. Sharpe Solutions, where she advised organizations on engagement strategy, operational alignment, and sustainable earned-revenue models. Prior to launching her business, she spent more than twenty years at the Philadelphia Museum of Art, ultimately serving as Deputy Director for Visitor Experience. She led multiple departments responsible for generating more than \$15 million annually in earned revenue while helping shape institution-wide strategies focused on visitor engagement, membership growth, retail operations, partnerships, and public programming.

As PAFA's Chief Revenue and Engagement Officer, Sharpe will oversee strategies focused on audience engagement, admissions, membership, visitor experience, partnerships, retail, events, and earned revenue initiatives as PAFA continues to build momentum around its museum, public programming, and community presence during PAFA's 220th anniversary year.

"Jessica brings an exceptional combination of strategic vision, operational leadership, and audience expertise," said Kristen Shepherd, President and CEO of PAFA. "Her proven ability to strengthen visitor engagement while driving sustainable revenue growth makes her uniquely positioned to help advance PAFA's mission, deepen community connections, attract new audiences and increase revenue."

Throughout her career, Sharpe has led transformative initiatives that elevated guest experiences, strengthened membership programs, and expanded strategic partnerships. Most recently, she developed the public experience and engagement strategy for the landmark Station at Michigan Central reopening in Detroit, positioning the destination as a vibrant new cultural hub.

“I’m excited to join the Pennsylvania Academy of the Fine Arts at such a pivotal moment in its history,” said Jessica Sharpe. “As PAFA celebrates its 220th anniversary as the first art museum and school in the country, it continues to play a vital role in Philadelphia’s cultural landscape. I look forward to building deeper connections between PAFA, its audiences, and the surrounding community.”

“There is incredible momentum around PAFA right now, and I’m excited to help strengthen its role as one of Philadelphia’s leading cultural destinations. It’s an honor to join an institution with such an important legacy while also helping envision its future.”

Sharpe will officially begin her role at PAFA on June 15, 2026.

About the Pennsylvania Academy of the Fine Arts

Founded in 1805, PAFA is the first art museum and school in the United States. Located in the heart of Philadelphia, PAFA advances the transformative power of art through its world-class museum collection, exhibitions, public programs, and distinguished school of fine arts.

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