

## **LACMA Appoints Allison Berg, Troy Carter, and Carter Reum to its Board of Trustees**

(Los Angeles, June 12, 2017)—The Los Angeles County Museum of Art (LACMA) is pleased to announce the election of three new members to its board of trustees: Allison Berg, Troy Carter, and Carter Reum. The appointment brings the total number of voting trustees to 51, in addition to 15 individuals honored as life trustees.

“We are thrilled to welcome Allison Berg, Troy Carter, and Carter Reum to LACMA’s board of trustees at a particularly exciting time in the museum’s history,” said LACMA CEO and Wallis Annenberg Director, Michael Govan. “With LACMA’s ambitious building campaign underway, we value these forward-thinking leaders who have a vested interest in shaping the cultural landscape of Los Angeles.”

“LACMA’s board is a talented group of individuals with diverse backgrounds in the fields of art, technology, entertainment, business, and education, among others,” said LACMA board co-chairs Tony Ressler and Elaine Wynn. “We are confident that Allison, Troy, and Carter will add unique perspectives that will further bolster the museum’s overall objectives.”

### **Allison Berg**

Allison Berg has been an involved leader in the Los Angeles community since the mid-1990s. Berg is a freelance journalist, modern and contemporary art collector, attorney, and philanthropist. Covering primarily art and design, Berg is a contributor with *C Magazine*, *Hamptons Magazine*, and a variety of online publications. She graduated cum laude with a BA in Political Science from the University of Rochester and earned her JD from the University of Miami School of Law. Currently, Berg is on the boards of the American Friends of the Israel Museum, Zimmer Children’s Museum, Today’s and Tomorrow’s Children Fund at UCLA, and the Advisory Council for the Arts at Cedars-Sinai Medical Center. She is also an active member of councils at Artadia, The Mistake Room, the Museum of Contemporary Art, Los Angeles (MOCA), and Dia Art Foundation. Additionally, she is a significant patron and periodic fundraiser at The Center for Early Education, Wilshire Boulevard Temple, and Harvard-Westlake School. Berg’s leadership at LACMA includes participating in the annual Collectors Committee weekend, chairing Decorative Arts and Design Acquisition Committee (DA<sup>2</sup>) for two years and Contemporary Friends since its

inception, participating in Art Here and Now (AHAN): Studio Forum, assisting in funding acquisitions, and donating art to the museum. Allison resides in Los Angeles with her husband, Larry, and their two sons.

### **Troy Carter**

Troy Carter is the founder and CEO of Atom Factory and co-founder and managing partner of Cross Cultures Ventures. He serves at Spotify as its global head of creator services, overseeing the company's relationships with artists, songwriters, and record companies. Troy rose to prominence in the music industry, nurturing the career of hip hop sensation Eve before transforming Lady Gaga into a global pop phenomenon through the then-nascent medium of social media. Since then, he has managed the careers of John Legend, Meghan Trainor, and many others. His forays into the tech world resulted in the formation of an investment fund that includes early investments in Uber, Lyft, Dropbox, Warby Parker, Moat, Wish, Thrive Market, and :ATTN. Troy also serves on the board of trustees for the Aspen Institute where he also serves as a Henry Crown Fellow. Carter appeared as a “guest shark” on ABC's hit prime time show “Shark Tank” in addition to being named to Fast Company's Most Creative People, Billboard's Power 100, and *The Hollywood Reporter's* Silicon Beach Power List. Troy is married to Rebecca Carter and has five children.

### **Carter Reum**

Carter Reum is an innovative entrepreneur with a background in leveraging technology to build consumer products brands. In April 2016, Carter co-founded M13, a Los Angeles based brand development and investment company that accelerates businesses at the nexus of consumer products, technology, and media. Carter began his career as an entrepreneur at Champ Ventures in Sydney, where he scouted and helped incubate young start-up companies. He later joined Goldman Sachs in New York as an investment banker, where he worked with clients including Honeywell and Lockheed Martin. Leaving investment banking, Carter and his brother Courtney Reum established VEEV Spirits. Originally offering a first of its kind vodka alternative, VEEV Spirits became one of the fastest-growing independent brands in the country before selling it to a multi-billion dollar strategic acquirer last year. While growing VEEV, Carter and Courtney began investing and providing guidance as advisors and board members to emerging businesses. Some of their select investments include Bonobos, Birchbox, Warby Parker, Pinterest, Lyft, Kevita, SpaceX, ClassPass, Krave Jerky and many more. Carter holds a B.A. with distinction from Columbia University in New York, where he graduated Summa Cum Laude.

**LOS ANGELES COUNTY MUSEUM OF ART  
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## About LACMA

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes over 130,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art; Latin American art, ranging from masterpieces from the Ancient Americas to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over one million visitors annually, in addition to serving millions through digital initiatives such as online collections, scholarly catalogues, and interactive engagement. LACMA is located in Hancock Park, 30 acres situated at the center of Los Angeles, which also contains the La Brea Tar Pits and Museum and the forthcoming Academy Museum of Motion Pictures. Situated halfway between the ocean and downtown, LACMA is at the heart of Los Angeles.

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