

**Committee: London Public Library Board**

Organization/Sector represented:

Name: **Matt Joseph Thomas**

Address:

**49 Briscoe Street East**

Occupation: **Marketing Coordinator, Museum London**

Work experience: **I work at Museum London as the Marketing Coordinator and have been there for six years. At the Museum, I have overseen innovative new projects such as the formation of Museum Underground and Third Thursday which attracts young professionals. I have also established a volunteer content and marketing team, and overseen a large marketing and rebranding campaign. Before working at Museum London, I co-founded the non-profit organization LondonFUSE and worked as a communications consultant. I also currently teach two courses in the Arts Management program at Western University Continuing Studies.**

Education: **I have a Bachelor of Arts degree in History from the University of Ottawa, a post-graduate certificate in Corporate Communication and Public Relations from Fanshawe College, and I am currently completing a Certificate in Cultural Planning from the University of British Columbia.**

Skills: **I am a team player who has a proven track record of reaching out to disengaged audiences and working with others to achieve strategic goals. I am collaborative in my approach to work. I have extensive community relations skills and ability to help organizations adapt to changes such as new technology, revenue streams, and audience expectations.**

Interest reason: **I am interested in serving on the London Public Library Board because I experience first hand the vital role the organizations plays in my life and community. My family regularly uses the Library's central location as well as its branches. Not only do we rent books and videos, we also use the meeting spaces, attend workshops, and participate in programs such as film screenings and talks. I want to ensure the Library continues to deliver exceptional services to Londoners and successfully navigates its changing role in communities. I believe the Library will play a vital role in London over the coming years and I have the skills and knowledge to help make that happen.**

Contributions: **I can bring my experience in marketing and cultural policy to help the London Public Library increase its relevance to more Londoners, navigate the cultural changes happening throughout the city, and embrace new technology and revenue streams. With the changes to the ways people interact with one another, learn, and share resources, the Library is positioned to meet these changes head on and embrace new ways of delivering its services. I believe I can use my knowledge of cultural policy to help the organization adapt to the new landscape it operates in. Likewise, I can draw on my experience in marketing and public relations to make connections with strategic communities and tell the story of how the Library is even more relevant now than it has been in the past.**

Past contributions: **In my work at Museum London, I have helped to communicate its relevance to new audiences. By launching initiatives such as Museum Underground, I have contributed to an increase in attendance and awareness among an audience that was previously not connecting to the Museum's services. Likewise, I have worked with many businesses and community organizations to create events and new initiatives that meet the needs of diverse audiences. My work at Museum London has led to an increase in attendance and greater role in the community.**

Interpersonal: **As the president of the Green Party of Ontario's London West riding association, I facilitate meetings that respect the opinions of everyone in attendance. In these meetings, I share my opinion, but always come to conclusions after listening to other group members who contribute vital information based on their knowledge and life experience. I have also shown my ability to exchange my views when creating the volunteer content marketing team at Museum London. In those interactions, I work with the volunteers to make sure that they know their time and effort is appreciated, and I delegate projects based on their abilities and strengths.**

Interview interest: **Yes**