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## **International Spy Museum Appoints New Chief Operating Officer**

*Tamara Christian Heads Operations at World's Only Museum Dedicated to International Espionage*

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**Washington, DC** – The International Spy Museum is pleased to announce the arrival of Chief Operating Officer, Tamara Christian. Ms. Christian takes the operational helm with over 20 years of experience in Marketing and Business Development.

Ms. Christian will lend her extensive experience to the overall operations and financial management of the International Spy Museum and will work closely with the Museum's Executive Director and parent company, The Malrite Company, to build upon the Museum's resounding success. The Museum has seen over 6 million guests walk through its doors to date since opening in 2002, far exceeding initial projections of just 500,000 guests annually. Its engaging interactive exhibits, the rich atmosphere provided by state-of-the-art immersive environments and the compelling personal stories of real spies have made the International Spy Museum a must-see destination.

In addition to the permanent exhibition, the Museum has continued to break new ground with its special exhibitions and experience. *The Enemy Within: Terror in America – 1776 to Today* opened in May 2004 and is now touring the US. The exhibit has appeared in eight states nationwide since leaving DC in 2005 and is now available at the National Constitution Center in Philadelphia, PA. *Operation Spy™*, the Museum's groundbreaking special experience, opened in September 2007. This spy adventure takes the interactive concept to the next level by combining live-action, video, themed environments, special effects, and hands-on activities to create a series of reality-based challenges where guests "think, feel, and act" like real intelligence officers in the field. Further embracing new technology, SPY has introduced two

missions to the GPS-guided walking mission, allowing participants the opportunity to test their spy skills as they explore DC neighborhoods. Most recently, the Museum has explored the challenges of 21<sup>st</sup> Century espionage with the opening of new cyber warfare gallery, *Weapons of Mass Disruption*.

The International Spy Museum has also seen great success with its retail brand expansion program. The program encompasses the Museum Store Catalog, Publishing Program, Online Store, and a joint venture with AMERICA! a leading multi-channel retailer, to bring the Museum Store's most popular items to Dulles, Reagan National, and Newark airports. Most recently, the Spy Museum Store has partnered with Catalog Spree App to bring the Museum's unique products to tablet shoppers.

"I am honored to serve as the Chief Operating Officer for The International Spy Museum," said Ms. Christian. "I am deeply impressed with The Museum's commitment in reinventing the Museum experience; coupled with its exceptional operational structure, this was an opportunity I could not resist."

Ms. Christian began her career with National Trade Productions (NTP), an event and trade show management company, as an intern in 1992. Routinely recognized for her passion of strategic planning and visioning, Ms. Christian advanced to become Executive Director and eventual President of NTP. During her tenure as President, the company quadrupled sales, launched a profitable marketing and design firm as well as several new trade shows. With Ms. Christian at the helm, NTP was named one of the Best Tradeshow Companies to Work for (EXPO Magazine).

Ms. Christian spent several years at the private equity firm Blackstreet Capital Management as an Operating Partner. In this role, she served as interim President, Chairman and Chief Marketing/Sales Officer for three different Blackstreet owned companies. Her roles included serving as the primary point of contact for a major licensing agreement with the Coleman

Company, one of the most recognized brands in the world. She ran a large e-commerce company in the clothing industry and served as President of an advertising firm.

“We are thrilled to have a senior executive of Tamara’s extensive expertise to head the Museum’s operations,” said James Gomez, President of The Malrite Company. “Her impressive work in operations and development make her the perfect candidate to build upon the exceptional foundation that the International Spy Museum has established.”

Ms. Christian has a B.S. in Marketing from the University of Richmond and an MBA from George Washington University.

**\*\* NOTHING IS WHAT IT SEEMS\*\***

Featuring the largest permanent collection of international spy-related artifacts on public display, the International Spy Museum is the only public museum in the United States solely dedicated to espionage and the only one in the world to provide a global perspective on this profession.

The Museum is located at 800 F Street, NW in Washington, DC’s historic Penn Quarter, within 4 blocks of the National Mall, directly across the street from the National Portrait Gallery and American Art Museum, steps away from the Verizon Center, and within one block of FBI headquarters and Ford’s Theatre. The Museum is conveniently located near the Gallery Place/Chinatown Metrorail station serviced by the red, yellow and green lines.

The International Spy Museum is open daily except Thanksgiving Day, Christmas Day, and New Year’s Day. Hours are subject to change; for the most up-to-date information visit [spymuseum.org](http://spymuseum.org) or phone the 24-Hour SPY-Line: 202.393.7798 (202.EYE.SPY.U). Guests should plan to spend two hours visiting the Museum; all visits are self-paced. Infiltrate The Spy Ring® at [spymuseum.org](http://spymuseum.org) and enjoy exclusive membership benefits.

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