

# Fotografiska Berlin announces completion of leadership team ahead of opening



*In alphabetical order: Maik Bauer, Sandira Blas, Adina Bier, Sissy Büscher, Florian Gemmrich, Yousef Hammoudah, Kristen Hartley, Feven Kiflom, Roel Lintermans, Marina Paulenka, Robert Schaefer, Oliver Wiesiolek  
// photos: Shauna Summers*

**Berlin, Germany, 5. September 2023** – Fotografiska Berlin, the Contemporary Museum of Photography, Art and Culture, is proud to announce the completion of its leadership team, with the addition of ten new Directors to guide the museum's operations and strategic direction. The team is led by **Yousef Hammoudah** as Executive Director, steering corporate development, branding, strategy, program, and business development. **Kristen Hartley** serves as General Manager, responsible for operational management. Curator **Marina Paulenka** holds the position of Director of Exhibitions, overseeing the artistic and exhibition operations of the museum.

In addition to Hammoudah, the leadership team includes the following individuals, each of whom brings extensive experience and unique skills in their respective areas of responsibility for the Exhibitions, Programming, Community, Marketing, Retail, People & Culture, Food & Beverage and Operations departments (names in alphabetical order):

**Maik Bauer** leads private event sales efforts as Director of Private Events, working closely with clients to create unforgettable events at Fotografiska Berlin. **Adina Bier** will steer the curated and alternating product range of the concept shop in the museum. **Sandira Blas** oversees strategic cooperations with brands and organizations as Director of Brand Partnerships. **Sissy Büscher** has been appointed as Director of People & Culture, responsible for creating a positive and supportive work environment for the staff. **Florian Gemmrich** will build, maintain and deepen relationships with Berlin communities and partner organizations as Director of Culture & Community for Fotografiska Berlin. **Feven Kiflom** serves as Director of Marketing, overseeing all aspects of marketing and communications around the museum. **Roel Lintermans** as Executive Chef is responsible for the culinary

direction of the restaurant. **Robert Schaefer** has been hired as Director of Operations, overseeing the day-to-day management of the museum and its facilities. **Oliver Wiesiolek** has been appointed as Director of Food and Beverage, responsible for the museum's food and beverage offerings. In addition to a restaurant, this includes two bars, a café bar and a bakery.

"We are thrilled to have assembled such an outstanding team of leaders to guide Fotografiska Berlin into the future," said Yousef Hammoudah, Executive Director of Fotografiska Berlin. "Each director brings unique talents and expertise that will help us achieve our goal of becoming a premier destination for contemporary photography in Berlin."

With its new leadership team in place, Fotografiska Berlin is poised for continued success in its mission to inspire new perspectives for a more conscious world.

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## Overview of Fotografiska Berlin Leadership

**Maik Bauer**, Director of Private Events, has been marketing various areas of the culture and event industry for over 25 years. He has led client service, sales, and marketing teams at companies such as Anschutz Entertainment Group, Sportfive, ProSieben, or Viacom and has developed and implemented sustainable partnerships for Mercedes-Benz Arena, American Express, TV Total, Die Bullyparade, MTV, and Hertha BSC, among others.

**Adina Bier**, Director of Retail, is an entrepreneur, a mentor, and uniquely multifaceted with expertise in coaching, branding, lifestyle, design, talent acquisition, and wellness. Adina has over a decade of experience as a design curator, creative strategist, interior designer, and consultant. She has naturally led teams as a Curatorial Director across leading design platforms such as MONOQI and Gestalten, and through her own boutique fermented goods brand GUT.GUT. Adina has been featured in a variety of magazines such as Vogue, Brigitte, Food+Travel, and Zest Magazine.

**Sandira Blas** is a partnerships consultant with 20+ years of experience connecting creative & startup networks across Berlin, NYC, Providence, and Austin. In the past, she has led partnerships at Transmoderna, Factory Berlin, and Akai Pro, where she helped launch artist residencies & accelerator programs and collaborated with brands such as Rockstar Games, Sónar, Beats, Mastercard, and WeTransfer.

**Sissy Büscher**, Director of People & Culture, has over ten years of experience in strategic human resources management, and is an enthusiastic professional in the fields of talent development and talent acquisition. She was involved in the opening processes of new retail spaces for global companies such as Nike and Zalando and has shaped the Human Resources landscape as part of the management board at IKEA. Sissy completed her

studies in the US and the Netherlands and holds a Master of Science in Work and Organizational Psychology.

**Florian Gemmrich**, Director of Culture & Community, is a Berliner since 2010 and has spent the past 13 years working in the field of culture marketing, retail, PR, brand marketing, creative direction, and brand consulting, both focusing on Berlin as a market, but also on global projects with an international set of brands and clients at the intersection of sports, fashion, and functionality (e.g. adidas, Gore-Tex, Arcteryx Veilance, Ecco Leather, Reebok, On Running, etc.). Florian has a M.A. in mass communication, political science, and American studies.

**Yousef Hammoudah**, Executive Director, is a renowned brand, marketing and strategy expert, twice awarded the Online Grimme Prize, who has held positions including Managing Director Brand Marketing & Strategy at act.3, Global Director Culture & Community at adidas and Part European Head of Digital at the Viacom International broadcasting chain (MTV/Comedy Central, Nickelodeon). Since April 2022, he has been Executive Director at Fotografiska Berlin, responsible for strategic direction and brand building.

**Kristen Hartley**, General Manager, is a major events, hospitality, and project management expert with 20+ years' experience cultivating the customer journey. She has designed organizations and built teams which have delivered operational and hospitality services for Marriott Hotels, Olympic and Paralympic Games, Special Olympic World Games, World Rowing Championships and various for profit and non-profit projects and events.

**Even Kiflom** has 15+ years of experience in the intersection between culture, media, entertainment, and art, and a degree in International Business with a focus on International Marketing. Her recent professional endeavors include Warner Music, where she worked as a Media Manager and International Artist Scout, for Red Bull as the Artist Marketing Lead and Manager of the Red Bull Music studios in Berlin Kreuzberg, as well as the Head of Originals for Amazon Music Germany, leading all artist-led campaigns and original content.

**Roel Lintermans** joins Fotografiska Berlin as Executive Chef, responsible for the culinary direction of the restaurant, which will open later this year. Roel has already been head chef at Les Solistes by Pierre Gagnair at Berlin's Waldorf Astoria or Grill Royal and before that at various stations abroad.

**Marina Paulenka** is the founding Director of Exhibitions at Fotografiska Berlin, where she is responsible for the museum's exhibition strategy and program, artistic vision and affairs. Marina has 15 years of experience in artistic direction, curating, education, leadership, management and development in culture and art institutions and organizations, but also in her own artistic practice. She was the Artistic Director of UNSEEN Amsterdam and Founding Director and Chief Curator at ORGAN VIDA Festival Zagreb. Marina is a member of the Creative Committee at the Bristol Photo Festival, a guest curator at FUTURES Photography, and a keynote curator for the FORMAT21 International Photography Festival. She is the recipient of the Lucie Awards 2018 for the best curator/exhibition of the year.

**Robert Schaefer**, Director of Operations, has over 10 years' experience in engineering and technical management. He worked with research institutes on environmental simulation and the German Ministry of Defense in project management. He later switched to technical management and the operation of shopping centers. He supported the opening of the Little BIG City Museum in Berlin as Technical Services Manager and in Miniature Production.

**Oliver Wiesiolek**, Director of Food and Beverage, has 20 years of experience in hospitality worldwide ranging from Hilton in Munich to Sheraton in Dubai. He sailed for over 6 years on cruise ships around the world – starting this journey as a Maître d'Hotel and ending as Hotel Manager. He opened his own hotel in Columbia, on the Caribbean coast. In his hometown Berlin he worked for the BMB Solutions Group as a Director of Operations, managing 24 different restaurants and bars and opened 10 new ones.