

bay.org

George Jacob to lead bay.org as President & CEO

SAN FRANCISCO, CA – January 23, 2017 - bay.org has announced the appointment of George Jacob as its new President and CEO. Jacob was selected after an extensive international search with Oppenheim Associates, and will assume responsibilities on January 23, 2017.

As President and CEO, Jacob will be at the helm of **bay.org** and its six divisions – Aquarium of the Bay, The Bay Institute, Sea Lion Center, EcoCenter at Heron’s Head Park, Bay Model Alliance, and GoPlaces. Jacob will lead the not-for-profit in addressing today’s most important water-related critical issues including climate change, wildlife protection, sustainability, conservation, coast and ocean protection, and watershed health.

“We look forward to bringing George aboard the **bay.org** team, and are excited about where he can take our organization in the future,” says Ben Bleiman, **bay.org** Chairman of the Board.

Jacob brings over 30 years of experience to **bay.org**. He is known internationally for spearheading stellar interpretive planning and design-build assignments, and is one of the leading museum thinkers of our time. Trained at the Smithsonian, Jacob is the founding Director of four museums, and his \$480 million+ design-build portfolio of over 50 museums, nature and science centers can be seen in countries around the world. A Canadian Commonwealth Fellow, he was inducted on to the Royal College of Fellows of the Canadian Geographic Society.

Educated at the Birla Institute of Technology & Science, University of Toronto, Getty Leadership Institute at Claremont Graduate University, and Yale School of Management, Jacob currently serves on the Board of Directors of ICOM Canada, CASC, and ICOM-ICTOP, among others.

“I look forward to a phase of transformational growth at **bay.org**. The important work it is engaged in is vital to the greater ecosystems that organically connect communities to the San Francisco Bay,” says Jacob.

ABOUT BAY.ORG

bay.org is Northern California’s largest watershed conservation group and the voice for the water of San Francisco Bay. A 501(c)(3) not-for-profit, **bay.org’s** mission is to protect, restore, and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the sea. **bay.org’s** six unique divisions speak not just for the ocean, but for the delta, rivers, wetlands, and all the wildlife that call this place home. Additional information is available at www.bay.org.

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