

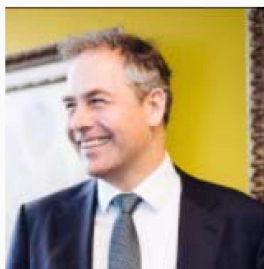
The [International Council of Museums \(ICOM\)](#) is the only international organisation representing museums and museum professionals.

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PRESS RELEASE
Paris, 13 June 2017

Björn Stenvers (45) has been appointed as Executive Director of the **Fonds de dotation de l'ICOM** (ICOM Endowment Fund). Stenvers had been director of the Amsterdam Museums Foundation since 2013. He also set up several Museum Academies for museum staff trainings in Amsterdam, Rostov, Aruba, Altai and the Moscow Zoo Academy.



Björn Stenvers worked as director of marketing at the Amsterdam Heritage Museums until 2012. He was in the Cultural Leadership International program of the British Council 2010-2011. For 2012 and 2013 he coordinated the World Heritage Site of the Canal Ring together with Amsterdam Marketing. From 2013 he set up and worked on the development of the Amsterdam Museums Foundation. Stenvers has several museum board positions and is trustee at the Brest Fortress Heritage. He has degrees in Marketing, Art History and Communications.

The Fonds de dotation de l'ICOM was founded in 2013 in Paris. The Fund supports initiatives shaping the museum of the 21st century. It provides financial support for activities which meet the following objectives: enhancement of the social value of museums, support for innovation in museums, preservation of heritage and implementation of risk reduction measures, and strengthening of professional skills and capacity-building. Stenvers will develop the strategic lines, network and marketing for the Fund together with its Administrators.

The [International Council of Museums \(ICOM\)](#), created in 1946, is a non-governmental organisation maintaining formal relations with UNESCO. ICOM is the only global organisation of museums and museum professionals, committed to the promotion and protection of natural and cultural heritage, present and future, tangible and intangible. With more than 37,000 members in 137 countries, ICOM is a network of museum professionals acting in a wide range of museum- and heritage-related disciplines.

Stenvers says: "ICOM is the most important organization worldwide on museums and heritage. I am incredibly honoured and I am looking forward to working for the Fonds de dotation de l'ICOM worldwide."

The President of the Fonds de dotation de l'ICOM, Suay Aksoy: "With the energy, network and the marketing vision of Bjorn the Fund will give more expression to our ambition and the strategy for the coming years."

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