

MIM Announces New Director of Institutional Advancement

Written by Editorial



[Musical Instrument Museum \(MIM\)](#) announced [Melissa M. Santana](#) as its new director of institutional advancement.

Santana brings to MIM more than 20 years of experience in developing fund-raising strategies for institutions in the arts and education. At the University of Turabo (part of the Ana G. Mendez University System in Puerto Rico), she served five years as assistant vice-chancellor for development and executed four major fund-raising campaigns over nine years, raising eight million dollars toward a capital campaign and scholarship fund.

"We are absolutely delighted to welcome Melissa to MIM," says April Salomon, MIM's executive director. "Her extensive background and experience in fund-raising as well as in marketing will be important assets to MIM's growth in our sixth year of operation."

From 2009 to 2013, Santana was executive director of the Musical Arts Corporation (better known by its Spanish acronym, CAM), the government umbrella organization that oversees the Puerto Rico Symphony Orchestra, the Casals Festival, the Pablo Casals Museum and the Inter-American Festival of the Arts, among other entities. In addition to her other accomplishments, Santana was executive director of EduK Education Foundation, a Puerto Rico-based nonprofit founded in 2012 to provide financial assistance to deserving but underprivileged postsecondary students in Puerto Rico and Florida.

In July 2015, Santana was named one of the "15 Women Who Lead" in Puerto Rico by Caribbean Business. She holds a bachelor's degree from the Puerto Rico Conservatory of Music, where she studied music education and voice performance, along with a master's degree in business administration, with a concentration in marketing, from the University of Turabo in Gurabo, Puerto Rico.

"As a musician herself, Melissa understands the importance of MIM's mission and the transformational impact music has on our lives. We're looking forward to the immediate and lasting contributions she will make to our organization," added Salomon.