

**Chris Liedel, Chief Executive Officer**

Liedel joined the USOM team as CEO in May of 2018. Liedel previously served for nearly six years as president of Smithsonian Enterprises, the revenue-producing arm of the Smithsonian Institution. Before that, he was with National Geographic for 16 years, becoming the executive vice president and chief financial officer. At Smithsonian Enterprises, he had oversight of the key commercial activities of the Smithsonian, including Smithsonian Media, retail, e-commerce, educational and consumer-branded products, and food services. During his tenure, the organization saw significant growth in revenue and earnings performance.

His board affiliations have included the Nobel Prize Education Fund; the National Philanthropic Trust, which he chaired from 2005 to 2008; EdWeek Magazine; and the Amazon Center for Environmental Education and Research Foundation. He currently serves on the board of the PGA of America, and previously served on the executive committee of the United States Golf Association, where he was chair of the museum committee.

Liedel, a resident of Vienna, Virginia, earned his bachelor’s degree at Bowling Green State University in Ohio, and his master’s degree at Georgia State University in Atlanta. He is a Wharton Fellow from the University of Pennsylvania.