



James Chung

James Chung is President of Reach Advisors, a strategy and research firm serving community-driven enterprises that range from the nation's leading museum organizations, state humanities councils, municipalities, master planned communities, land conservancies, healthcare entities, think tanks, and Federal agencies.

Prior to launching Reach Advisors, James founded a research firm that connected 30% of the nation's pediatric practices online, and sold that company to a Fortune 200 healthcare information company. Prior to that, James served at one of the nation's leading advertising agencies where he ran segmentation marketing programs and analysis while serving one of the world's largest advertisers.

James' insights are shared regularly as major research presentations for the conferences of the Smithsonian Institution, American Association of Museums, Association of Science Technology Centers, Association of Children's Museums, National Endowment for the Arts, Urban Land Institute, among many others.

He is also a recurring writer or analyst for organizations ranging from *The New York Times*, *Wall Street Journal*, *TIME*, *Newsweek*, *Chronicle of Philanthropy*, *Museum*, NBC Nightly News, among many others. He is also a contributing writer for the Reach Advisors *Museum Audience Insight* blog.

James earned his AB and MBA degrees from Harvard, and enjoys family time with his two young children who stretch and grow in museums.