



## SMITHSONIAN ENTERPRISES NAMES LYNN CUTTER AS SENIOR VICE PRESIDENT SMITHSONIAN TRAVEL

WASHINGTON, DC, February 24, 2020 – Smithsonian Journeys, the Smithsonian Institution’s travel program, and a leader in enriching, cultural travel for diverse audiences, announced today that Lynn Cutter was named Senior Vice President Smithsonian Travel. In her role as SVP, Smithsonian Travel, Cutter will provide overall leadership and strategy for the Smithsonian Travel division, including Smithsonian Journeys and Smithsonian Student Travel.

“Lynn has dedicated her career to advancing the educational mission of organizations through travel,” said Carol LeBlanc, President of Smithsonian Enterprises. “She’s a strategic thinker and proven leader who brings an impressive skill set and passion to her new role. Working with the team, she will further establish Smithsonian Journeys as a global leader in cultural travel for diverse audiences. I am pleased to have the opportunity to work with her.”

Cutter was the former Executive Vice President of National Geographic Expeditions and over the course of her nearly 20-year career there, Lynn led National Geographic Expeditions from its launch to its position as a robust leader in enrichment travel. She oversaw its expansion to include active, family, private jet, and accessibly priced trips as well as an alliance with Lindblad Expeditions and the launch of National Geographic Unique Lodges of the World. Prior to National Geographic, Lynn held executive positions at Lindblad Expeditions and Walt Disney Company.

“I am excited to be stepping into this role and am honored to join one of America’s most admired and trusted organizations and brands,” Cutter said. “I look forward to helping Smithsonian Journeys, a 50-year old brand that offers travelers the unique opportunity to see the world through the Smithsonian lens build on its success and reach new heights.”

Cutter has an MBA from Harvard Business School and a B.S. in Marketing and B.A. Journalism from Lehigh University.

### **About Smithsonian Enterprises**

Smithsonian Enterprises oversees the commercial activities of the Smithsonian through a variety of business activities. The media division includes *Smithsonian* and *Air & Space* magazines, which reach over 8 million monthly readers; SmithsonianMag.com with more than 8.8 million unique monthly visitors; and the Smithsonian Channel, which is available in over 55 million households globally on all cable, satellite, and streaming platforms. The retail operation includes 35 museum and airport stores, Smithsonianstore.com, two IMAX theaters, and food concessions. It also oversees consumer and education licensed products with over 85 licensees in categories such as toys, publishing, collectibles, jewelry, and home; and Smithsonian Books, which offers non-fiction and illustrated titles. The travel division operates Smithsonian Journeys, an adult small-group travel program offering more than 300 departures annually, and Smithsonian Student Travel.

## **About Smithsonian Journeys**

Smithsonian Journeys is a global leader in cultural travel for diverse audiences, offering unique, expert-led trips on all seven continents. Smithsonian Journeys delivers dynamic experience-rich journeys that uncover the authentic culture of each destination, providing access unavailable to most travelers. A broad array of travel styles is available, including small-group land journeys, small-ship ocean cruises, river cruises, active journeys, multi-generational family journeys, private jet trips, and tailor-made journeys for the independent traveler. For more information visit [www.SmithsonianJourneys.org](http://www.SmithsonianJourneys.org)

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