

# *Colonial Williamsburg*

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## **Steve Netzley, Jeff Trammell and Alex Wallace Join The Colonial Williamsburg Foundation Board of Trustees**

WILLIAMSBURG, Va. (Dec. 5, 2022) – The Colonial Williamsburg Foundation Board of Trustees welcomes marketing expert Steve Netzley, strategist Jeff Trammell and media executive Alex Wallace to the Board. Their appointment expands the Board’s membership to 23 transformational leaders who are working to shape the future of the world’s largest American history museum.

“We enjoy an active and engaged Board of Trustees who work with our dedicated employees to fully realize our educational mission. Steve Netzley, Jeff Trammell and Alex Wallace bring decades of experience that will directly benefit the Foundation and help us engage new audiences in the inspiring story of America’s founding. I look forward to leveraging their energy, creativity and counsel as we begin implementing our plans for the nation’s 250th anniversary and Colonial Williamsburg’s own centennial in 2026,” said Carly Fiorina, chairman of the Board of Trustees.

Netzley is CEO of Edge Performance Network, the largest vertically integrated global performance marketing network with expertise in digital, broadcast, and media domains. Widely considered one of the world’s foremost authorities on direct-to-consumer marketing, Netzley is a frequent speaker and long-time TED member. Netzley’s involvement in Colonial Williamsburg dates back to the 2008 HBO miniseries “John Adams” in which he assisted with the media distribution of co-producer Tom Hank’s PSA expressing the importance of the American experience and Colonial Williamsburg. Most recently, Netzley and the Edge team created three Teacher Institute promotional videos supporting the The Bob and Marion Wilson Teacher Institute of Colonial Williamsburg.

“The Colonial Williamsburg Foundation has benefited from Steve Netzley’s generosity and expertise for well over a decade. Now, as a member of the Foundation’s Board of Trustees, Steve will help us fully realize our potential as the world’s largest American history museum,” said Cliff Fleet, president and CEO of The Colonial Williamsburg Foundation.

Trammell has been a leader in strategic counseling, politics, and education for more than three decades. He served for 12 years as senior managing director of public affairs for the worldwide consulting firm Hill & Knowlton where he oversaw the firm’s work in fields as varied as the environment, healthcare and telecommunications. He also founded Trammell and Company, a consulting firm in Washington, D.C. that advised corporations on successfully achieving external affairs goals. He previously served as a senior advisor and chair of both business and LGBTQ outreach for the 2000 Gore-Lieberman presidential campaign and likewise chaired

LGBTQ outreach for the 2004 Kerry-Edwards presidential campaign, and served in subsequent Democratic presidential campaigns for Barack Obama, Hillary Clinton, Pete Buttigieg and Joe Biden. Among his many appointments to government and nonprofit boards, Trammell served on William & Mary's Board of Visitors from 2005-2013, serving as rector and chair from 2011 to 2013. He also was the founding chair of the board of the university's Thomas Jefferson Program in Public Policy.

“Colonial Williamsburg exists for the public's benefit, but like other large organizations we address issues that go beyond our public history programming. Jeff Trammell's broad knowledge and expertise will help the Foundation explore new opportunities that stand to benefit the Foundation and its staff while preserving our resources to support our core educational mission,” said Fleet.

Wallace's expertise spans digital transformation, consumer content and content marketing, communications and organizational leadership. She most recently ran the media operations at Yahoo!, the third largest digital media property in the United States, and oversaw the newsrooms of Yahoo News, Sports, Entertainment, Finance and Life as well as TechCrunch, Autoblog, Engadget, In the Know and MAKERS. Previously she was Senior Vice President of NBC News and Executive in Charge of TODAY and Meet the Press. She was also the Executive Producer of Nightly News. She has consulted for a range of companies including Google, Mic and The Wall Street Journal. Wallace has received 11 Emmy Awards, two Dupont Awards, a Gracie Award and a Peabody Award. She also received a John Jay Award for distinguished professional achievement from the Columbia College Alumni Association. She currently chairs the Strategic Planning Committee of the Retro Report (a living news library), serves on the Columbia College Alumni Association Board of Directors, and has served on the board of StudioNow and the Executive Committee of the Council of Urban Professionals as well as on a number of educational boards.

“Alex Wallace's decades of experience in major media and the digital experience will help us expand Colonial Williamsburg's reach across the country and beyond as we prepare for America's 250th anniversary in 2026. Our teams of researchers are continuously adding to the body of knowledge of Revolutionary-era America; with Alex's guidance, we look forward to helping everyone see their history in America's origin story,” said Fleet.

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*The Colonial Williamsburg Foundation preserves, restores and operates Virginia's 18th-century capital of Williamsburg. Innovative and interactive experiences highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 600 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg's educational programs and preservation initiatives.*