



**Mississippi  
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**Kemp Named New President & CEO of The MAX**

MERIDIAN, Miss. (October 20, 2023) – The Mississippi Arts + Entertainment Experience (The MAX) announces that Meridian, Mississippi native Penny Kemp will take over as President and CEO following an executive search process led by Kinetic Staffing.

Kemp has over 25 years of experience in marketing, business, and brand strategy, with a heavy concentration in arts and culture, tourism, and community-led initiatives. She helped open the Mississippi State University Riley Center for Education and Performing Arts in 2006. She has led strategic marketing initiatives for organizations ranging from The Ritz-Carlton hotel company and Downtown Knoxville Alliance to Visit Meridian and the Mississippi Museum of Art.



"After a thorough search and selection process, the board feels confident we've found the best person to lead The MAX through this next chapter," said Eddie Kelly, Board Chair. "Penny's passion is undeniable and infectious. She has just the right blend of business savvy and an appreciation for Mississippi arts and culture that is needed."

Starting the first of December, Kemp will take over operations and serve as the primary spokesperson for The MAX, working to grow awareness and support of the world-class facility across the state and beyond.

"I am both honored and humbled to step into this role," said Kemp. "Mississippi's creative legacy is such a big story to tell. The MAX's role in showcasing and celebrating that story while inspiring future artists is not something I take lightly."

**About The MAX**

The Mississippi Arts + Entertainment Experience explores the state's creative legacies in one immersive attraction. Come discover the Mississippi roots of some of the world's arts and entertainment icons – Elvis Presley, Oprah Winfrey, B.B. King, Faith Hill, Sela Ward, Margaret Walker, Eudora Welty, and Jim Henson, to name just a few. The MAX is open Tuesday through Saturday from 9 a.m.-5 p.m. The museum is located at the corner of Sela Ward Parkway (22nd Avenue) and Front Street, overlooking the railroad at the edge of Meridian's historic downtown. Street parking is available, with shops and restaurants within walking distance. For more information, visit [msarts.org](http://msarts.org) or call 601-581-1550.

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