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NEWS

FOR IMMEDIATE RELEASE

Children's Science Center Expands Board of Directors

FAIRFAX, VA, September 7, 2017—The board of directors of the Children's Science Center announced the appointment of three new board members: Beth Bush, Senior Partner, Strategy at 2040 Digital; Keith Krut, Workforce Strategy and Analytics, Federal Government; and Craig Ridley, co-founder and enabling partner of Eleccion LLC.

"We are fortunate to add these three new talented members to our Board of Directors," commented Amy Burke, Board Chair, "Beth contributes marketing and product management expertise and experience in scientific professional societies; Keith brings strength in analytics and strategic planning with experience in the public and private sectors; Craig offers a perspective of nearly three decades as an entrepreneur and activity in the government contracting community. "

Beth Bush, who was elected to the role of Board Secretary, brings over 15 years' experience in the telecommunications industry in various management and executive roles leading product management and development; overseeing marketing communications and branding, field marketing and events; and regional sales management and strategic account management. In addition, she has served as a member of the senior staff executive team for several large professional membership associations including the American College of Cardiology, American Institute of Architects, the American Academy for Physician Assistants, and the American Academy for the Advancement of Science. Beth holds an MBA from the University of North Carolina and a Bachelor of Science in Marketing from Virginia Commonwealth University. Beth and her family have lived in the City of Falls Church for over 20 years.

Keith Krut contributes to strategic decision-making and organizational alignment in the federal government by integrating human resources with quantitative analysis and other corporate planning functions. A lifelong learner compelled by a cross-functional perspective, Keith has sought out roles in public and private sectors, in the U.S. and abroad, and has led teams across human resources, IT, marketing, and research. He is currently working to enhance strategic workforce planning and analytics capabilities at NASA. Keith holds an MBA from the Darden School of Business at the University of Virginia and a BA in English Literature from Wake Forest University. Keith and his family have been residents of Alexandria for the last 7 years.

Craig Ridley is a business strategist, ideator, and entrepreneur with over 27 years in venture startup, sales, operations, management, and M&A experience. As the founder of three start-ups, Craig is an expert in brand development and marketing. He has served as a presenter and panelist for the Department of Defense at conferences and industry events; and continues to support and serve on committees for business organizations, public schools, and charities with an emphasis on youth academics and athletics. Craig holds a Bachelor of Science degree in Business Administration with a marketing concentration from the School of Business and Economics at North Carolina A&T State University. Craig has lived in Loudoun County with his wife and three children for the last 14 years.

About the Children's Science Center:

The Children's Science Center's mission is to instill a love of learning science, technology, engineering, and mathematics (STEM) in all children by providing unique opportunities to explore, create and be inspired. The Children's Science Center Lab is located at Fair Oaks Mall and is Northern Virginia's first interactive museum where children, families and school groups can explore STEM concepts through fun, engaging hands-on exhibits, activities and programs. In addition to the Lab and community programs, the Center is working to fulfill the vision of a full-scale, world-class children's science museum to be located in Dulles, VA. The Children's Science Center is a 501 (c)(3) non-profit organization. Learn more at www.childsci.org.

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