

NEWS RELEASE

717 General Booth Blvd. Virginia Beach, VA 23451



FOR MORE INFORMATION:

Caryl Thompson | O: 757-385-0250 | CThomps@VirginiaAquarium.com

March 31, 2021

Matt Schneider Named Vice President of Marketing for the Virginia Aquarium

(VIRGINIA BEACH, VA) – The Virginia Aquarium is pleased to announce that Matt Schneider has joined the Virginia Aquarium & Marine Science Center as the Vice President of Marketing.

Schneider was previously the Creative Director for Regent University. He has also held the role of Director of Marketing for Smartmouth Brewing Co., and worked for the Meridian Group, progressing from Production Manager to Art Director to Creative Director. Schneider is a graduate of Virginia Polytechnic Institute and State University with a Bachelor of Science in Marketing.

“Matt’s experience with developing and implementing creative, tailored marketing content is impressive,” said Cynthia Whitbred-Spanoulis, Executive Director of the Virginia Aquarium. “I am confident that with his experience and his leadership, the Virginia Aquarium brand will thrive. I am thrilled to have him join our team.”

The Virginia Aquarium & Marine Science Center is an accredited member of the Association of Zoos and Aquariums, and the Alliance of Marine Mammal Parks and Aquariums. The Aquarium is also a member of World Association of Zoos and Aquariums. The Virginia Aquarium’s mission is to inspire conservation of the marine environment through education, research, and sustainable practices. It is located at 717 General Booth Boulevard, just south of Rudee Inlet in Virginia Beach.

###