



Art, Culture & Science Center

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## **The Leonardo Hires Business Manager**

*First official employee for Art, Culture, Science center*

SALT LAKE CITY—Nov. 4, 2004—The Leonardo at Library Square today announced that it has hired Philippe A. Wyffels as the organization's business manager. The Leonardo ([www.theleonardo.org](http://www.theleonardo.org)) is a non-profit Art, Culture and Science center that will open in the former main Salt Lake City library.

Wyffels, who is the first official employee hired by The Leonardo, will be responsible for managing the business affairs of organization during its ramp-up phase, and for developing a sustainable business model based on Corporate Social Responsibility standards. He will develop and manage the organization's infrastructure, including finance, legal, insurance, human resources, information technology, business plans and facility planning in preparation for the retrofitting, remodeling and final activation of the building lease.

Wyffels brings 15 years of local and international management experience to the position, with special expertise in marketing, sales, finance and administration. Wyffels spearheaded the development of comprehensive business plans for The Leonardo and its partner organizations, Global Artways, the Center for Documentary Arts and the Utah Science Center. Wyffels worked in both the United States and Brazil offices of Internexus Inc., an international network of language centers, where he served as the company's general manager, vice president of business development and vice president of finance. Prior to that, Wyffels worked in Belgium as a department head for Solvay Pharma, a global pharmaceutical company. Wyffels holds an MBA from PDG-EXEC São Paulo, Brazil, and a commercial engineer degree from Solvay Business School, Free University of Brussels, Belgium.

### **About The Leonardo**

Inspired by Leonardo da Vinci—one of history's most versatile visionaries—The Leonardo will be a one-of-a-kind Art, Culture and Science center that encourages visitors to explore subjects from new perspectives.

The Leonardo will open in the former Salt Lake City main library building on Library Square. From this exciting location, The Leonardo and the magnificent new City Library will create a dynamic public square for research and learning.

Three organizations have come together to create and develop The Leonardo: Global Artways ([www.globalartways.org](http://www.globalartways.org)), Salt Lake City's arts education program; the Center for Documentary Arts ([www.cdautah.org](http://www.cdautah.org)); and the Utah Science Center ([www.utahsciencecenter.org](http://www.utahsciencecenter.org)).

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