



## **MEET YOUR MUSEUM MAVERICK:** **ANDREA JONES**

Andrea Jones is an independent consultant and educator known for her "outside the box" thinking. She collaborates with museums and educational organizations to reinvent storytelling and interpretive methods in the service of greater relevancy and meaning for public audiences. Recognized for her role in reinventing interpretive strategy at the Atlanta History Center and Accokeek Foundation (in Maryland), she is a champion of immersive and thought-provoking experiences. In 2016, her team won the award for "Innovation in Museum Education" from the American Alliance of Museums. Now operating under the name Peak Experience Lab, her clients include Smithsonian's National Museum of the American Indian, National Museum of Natural History, Wisconsin Historical Society, and Washington State Historical Society among others. She blogs at [PeakExperienceLab.com](http://PeakExperienceLab.com).