

FOR IMMEDIATE RELEASE

Children's Museum of Denver at Marsico Campus Announces Co-CEO Leadership Model

On January 6, 2026, the Children's Museum of Denver at Marsico Campus adopted a Co-CEO leadership model, positioning the organization as a national innovator among cultural institutions embracing this forward-thinking approach. This strategic decision, unanimously approved by the Board of Directors, reflects the Museum's continued growth and commitment to delivering extraordinary experiences for families.

What's New

Mike Yankovich, who has served as President and CEO since 2010, will transition to Co-CEO, focusing on creative enterprise and extraordinary experiences. He will lead innovation efforts, expand external design services, and cultivate partnerships to amplify the Museum's creative impact locally and nationally by leveraging his entrepreneurial spirit and 30 years of museum industry expertise.

Joining him as Co-CEO is Gretchen Kerr, who will oversee experience delivery and operations, with an emphasis on internal systems, staff well-being and operational resilience. A cornerstone of the Museum since 1998, Gretchen has served as Chief Operating Officer for the past 15 years. Her leadership ensures organizational strength and sustainability while delivering a world-class guest experience.

Why the Change

In today's increasingly complex non-profit landscape, cultural organizations must continually evolve to fulfill their mission and meet audience expectations. By adopting the Co-CEO leadership model, the Children's Museum is doubling down on creativity and operational excellence to strengthen its future and deliver extraordinary experiences for families.

The Impact

- Increased focus on inventive exhibits and immersive programs for families
- Strengthened partnerships and advocacy efforts to ensure long-term support
- A future-ready organization championing creativity and operational excellence

The Quote

"This dual leadership approach ensures we can continue to dream big and deliver brilliantly—creating extraordinary experiences for every child and family who walks through our doors," said James Greer, Board Chair for the Children's Museum of Denver at Marsico Campus.

[Click here for a Museum-approved photos.](#)

About the Children's Museum of Denver at Marsico Campus

The mission of the Children's Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day, their expertly designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children's Museum of Denver at Marsico Campus has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive hands-on exhibits, engaging daily programming and year-round special events.

The Children's Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

Note: Please use "Children's Museum of Denver at Marsico Campus" in all publications on first reference and "Children's Museum" or "Museum" thereafter.

Media Contact

Kimber Kuhl
Director of Marketing and Membership
KimberK@cmdenver.org | 612-227-3317