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### **Hancock Shaker Village Announces Appointment of Carrie Holland as Director and CEO**

(HANCOCK, MA – October 23, 2023) The Board of Trustees of Hancock Shaker Village announced today that Carrie Holland has been appointed Director and CEO, following a 2-month term as Interim Director. Prior to serving as Interim Director, Holland has served on the board of Hancock Shaker Village since 2020 and most recently served as Vice Chair of the Board of Trustees.

“We are thrilled Carrie has agreed to stay on as the Director for the next couple of years to continue providing leadership for the operation of the Village as well as shepherding the plans for the new Visitor Center from the current design development phase to completion,” said Bob Plotz, Chairman of the Board at Hancock Shaker Village. “Carrie brings a great amount of leadership, enthusiasm, a fresh perspective, and diversity of professional experience to the role which is uniquely well-suited to guide the organization through this particular chapter at the Village,” added Plotz.

Holland, a Pittsfield native, returned to the Berkshires in 2015 following time spent in the Washington D.C. area focused on a career path in the National Security field. In 2017, Holland joined Mill Town Capital as a Managing Director and was part of the leadership team responsible for designing strategy, executing investments, and successfully operating several non-profit and for-profit community development projects throughout the Berkshires region. Holland became more involved with programming at Hancock Shaker Village through her leadership at Mill Town Foundation where the two organizations collaborated on several high-impact projects from 2019-2023. She joined the Village’s Board of Trustees in 2020, and has served on several committees over her tenure, affording her a more robust familiarization of both the strategic and operational functions of the historic museum.

“Since returning home to the Berkshires, I have been so impressed with the expansive scope of programming at Hancock Shaker Village,” noted Holland. “The exciting points of engagement with both the local community and visitors here in the Berkshires continues to place the Village at a very compelling point of intrigue for local, national, and international audiences. The three-year vision for our campus and programming is very exciting with real potential to elevate our ability to authentically connect with a broad range of audiences. In addition, we currently have so much momentum across several critical areas of development at the Village and I am eager to help see these phases through,” she added.

With her husband, Sam Russo, Holland is a parent of two children – both of whom visit the Village regularly and are always on the look-out for Pepper the barn cat. She is an avid outdoor athlete, active in the soccer, skiing, skating, and hiking communities of the Berkshires and remains active in the community serving on the boards of Barrington Stage Company, Boston Symphony Orchestra, and Berkshire Natural Resources Council.

## **ABOUT HANCOCK SHAKER VILLAGE**

Hancock Shaker Village, a living history museum on 750 acres in the heart of the Berkshires, is committed to preserving the Shaker legacy and sharing the relevant histories in a contemporary context. A National Historic Landmark, the property includes twenty historic Shaker buildings dating to 1783, and the oldest working farm in the Berkshires with heritage breeds and heirloom gardens. The museum is home to more than 22,000 artifacts including furniture, textiles, hymnals, and everyday goods, making it one of the premier Shaker collections in the world. Hancock Shaker Village exists to provide a historic context to the Shaker story, to preserve the site and all it contains for future generations, and to bring this narrative to life in compelling ways. The museum is located at 1843 West Housatonic Street, Pittsfield, MA and on the web at [www.hancockshakervillage.org](http://www.hancockshakervillage.org)