



Sarah Beckman

Director of External Relations

With more than 25 years of experience in the public and private sectors, Sarah Beckman has unique expertise in management, marketing, and fundraising. At the Balboa Park Conservancy, she oversees communications and philanthropy, working closely with the City of San Diego, donors, foundations, and park stakeholders to advocate for the greater good of Balboa Park. During her tenure at the San Diego Museum of Art in Balboa Park, Sarah launched the Culture & Cocktails audience engagement program and oversaw the redevelopment of Art Alive, the museum's signature fundraiser. Following that tenure, Sarah provided fundraising and marketing leadership at the University of California San Diego, promoting research collaboration and funding at Calit2, a multidisciplinary research facility for global innovation.

Sarah has been an architect of branding solutions for small businesses, large corporations, and nonprofits. Her expertise includes creative direction, copywriting, brand strategy, and audience engagement. She has worked with a variety of clients from startups to global teams and from art museums to the high-tech industry. In her role as a creative strategist for a boutique brand agency, she pitched and achieved a Guinness World Records® for a client, creatively leveraging an idea for broad, multi-channel impact. Sarah holds a Journalism Bachelor of Arts (JBA) and a BA in Gender & Women's Studies from the University of Wisconsin-Madison.