

**Contact:** Brooke Daniels  
617-369-3605  
bdaniels@smfa.edu



FOR IMMEDIATE RELEASE

School of the Museum of Fine Arts, Boston Commencement, May 17, 2015  
*With address by Jordan Kretchmer, founder and CEO of Livefyre*

---



**Boston, MA (May 17, 2015)**— Jordan Kretchmer, founder and CEO of Livefyre, will deliver the commencement address to the graduates of the School of the Museum of Fine Arts, Boston (SMFA), on Sunday, May 17 at 6 pm in the Museum of Fine Arts, Boston’s Ruth and Carl J. Shapiro Family Courtyard.

Named to Inc’s 35 Under 35 and the San Francisco Business Times 40 Under 40 in 2014, Kretchmer founded Livefyre—a San Francisco-based startup that helps global brands and companies launch creative websites that build their audiences—in December 2009, and has overseen its growth to 160 employees and over \$67M in venture financing. Before founding Livefyre, Kretchmer was the Vice President of Brand at Current TV where he led brand re-development for the media company.

Previously, he was the Digital Creative Director at Butler Shine Stern and Partners, and Vice President/Associate Creative Director at Mullen Advertising.

Kretchmer is a sought after speaker at industry events, having spoken at SXSW Interactive, Social Media World Forum, OMMA Social, Digital Hollywood, Social Data Week, Brand Innovators, Digital Publishing Innovation Summit, and the American Magazine Conference. Kretchmer has also been published in Adweek, Marketing Land, Fast Company, The Huffington Post, TechCrunch and Mashable, among other publications.

This year’s SMFA graduates, 205 in total, will receive degrees or certificates from a range of programs: Bachelor of Fine Arts; BFA + Bachelor of Arts or Science (Dual Degree); Master of Fine Arts, and Master of Arts in Teaching in Art Education in partnership with Tufts and Northeastern universities; and SMFA’s Studio Diploma and Post-Baccalaureate certificate programs. Additional ceremony speakers will include faculty member Gerry Bergstein, BFA student Dennissa Young, and MFA student Helina Metaferia.

SMFA will host a number of exhibitions showcasing graduating student work: on view May 11-14, “**The Cyclorama Show: Master of Fine Arts Thesis Exhibition, SMFA, Boston**” celebrates the work of 52 graduating MFA students at the Cyclorama at the Boston Center for the Arts; on view through May 16 “**Graduating Students + Award Recipients**,” features graduating students from across SMFA programs, alongside 2014–15 award recipients including the Yousuf Karsh Prize in Photography, the Rose Hill Performance Art Award, and the Springborn Fellowship recipients; and on view May 15–19, “**Senior Thesis: Strategic Plan 2025**” showcases the creative accomplishments of fourth-year undergraduate students, developed over the past two semesters.

SMFA welcomes visitors to explore the innovative art by SMFA’s students at our Commencement Weekend kick-off party, Friday, May 15, 5–8 pm, including food, music, and cash bar. Admission is free.

Visit [www.smfa.edu/exhibitions](http://www.smfa.edu/exhibitions) for more information.

**About the School of the Museum of Fine Arts, Boston:**

*Founded in 1876 and accredited by the National Association of Schools of Art and Design, the School of the Museum of Fine Arts, Boston (SMFA), is one of only two art schools in the country affiliated with a major museum—the Museum of Fine Arts, Boston. Our mission is to provide an education in the fine arts—for undergraduate and graduate artists—that is interdisciplinary and self-directed. This education values cultural, artistic and intellectual diversity; it embraces a wide range of media; it stresses the development of individual vision and its relation to culture in general; it values equally the knowledge gained by thinking and doing; it is deeply engaged with the world as a whole. If the mission is constant, its practice is always transforming. For more information about our programs and partnerships, visit [www.smfa.edu](http://www.smfa.edu).*

###