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MAYOR-ELECT DANIEL LURIE ANNOUNCES CHIEF OF PROTOCOL

Penny Coulter named as Mayor-elect's Chief of Protocol

SAN FRANCISCO— Today, Mayor-elect Daniel Lurie named Penny Coulter as Chief of Protocol. The latest appointment builds on recent announcements for leadership positions and continues the Mayor-elect's commitment to building a world-class team dedicated to an administration rooted in accountability, service, and meaningful change.

*"I'm proud to announce the appointment of Penny Coulter as Chief of Protocol. Penny brings an extraordinary blend of global experience, civic engagement, and deep connections to San Francisco's arts and cultural communities," **said Mayor-elect Daniel Lurie.** "Her leadership will strengthen our city's relationships on the world stage while showcasing the vibrant cultural identity that makes San Francisco so special."*

The Office of Protocol, supported by its dedicated staff and led by the Volunteer Chief of Protocol, is essential for maintaining San Francisco's reputation as a world-class city. By organizing major civic events, fostering international relationships, delivering high-quality engagements, and securing financial resources, this team directly impacts the city's ability to attract tourists, conventions, and international business opportunities.

*"I am pleased to have the opportunity to serve the City and County of San Francisco, to support the work of Mayor-elect Lurie and to help build San Francisco's reputation locally as well as globally," **said Penny Coulter, Chief of Protocol to the Mayor-elect.***

As Chief of Protocol, Coulter will welcome visiting foreign officials, heads of state, and diplomats from around the world to San Francisco and to City Hall. Additionally, she will foster successful diplomacy by orchestrating engaging ceremonial and civic events that celebrate San Francisco's unique identity, enriching the experience for residents and visitors alike. The Chief of Protocol will oversee global and civic engagements to ensure they are seamless, impactful, and aligned with the city's core values, while working to enhance San Francisco's reputation, contribute to its economic recovery, and strengthen its global presence.

Penny Coulter, Chief of Protocol



Penny Coulter is the President of The Coulter Family Foundation and an active philanthropist with a focus on the arts and education. Penny currently serves on the Board of Trustees of the San Francisco Museum of Modern Art, the University of California San Francisco Foundation Board of Directors, the Board of Trustees of the Aspen Institute, and the Steering Committee for The Further Triennial, a cultural event uniting artists from Northern California and planning a 2027 launch. She has previously served on the University of Virginia College Foundation Board of Directors, the Board of Trustees of the California Academy of Sciences and the Board of Trustees of the Fine Arts Museums of San Francisco. She has also been a Board of Trustees member for San Francisco University High School, Summer Search and The Little School. Penny graduated from the University of Virginia and attended Parsons School of Design. Prior to moving to San Francisco, she was co-founder and proprietor of a design firm in New Orleans. Penny is a native of New Orleans and settled in San Francisco with her husband Jim over thirty years ago. Today they, their three children, and three grandchildren are all proud to call the City of San Francisco their home.

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Daniel Lurie is the Mayor-Elect of the City and County of San Francisco.