

Conxa Rodà (Museu Nacional d'Art de Catalunya, Barcelona)



Thematic Area: TA5

Key areas of Expertise in Digital Heritage:

- ↳ Information architecture
- ↳ content strategy
- ↳ usability
- ↳ museums' digital strategy

Head of Strategy, innovation and Digital Transformation at [Museu Nacional d'Art de Catalunya](#) in Barcelona.

Her current role in the museum include implementation of the digital transformation throughout the museum.

Philologist, she has worked in Communication and Web architecture for the last 16 years. Former Director of Communication at Institute of Culture of Barcelone and Head of Digital Projects at the Museu Picasso. There she carried out the renovation of the museum website and ICT strategies, among them, the museum's presence on Social Media, which won an Award at the 2010 Museums and the Web Conference.

Co-director of the [Postgraduate on Museum Management](#), University Pompeu Fabra, 2010-2015. Professor on museum communication at TyPA Lab in Buenos Aires, Argentina (2013-2016). Co-director of the [Seminar "Museum in Changing Times"](#) in Barcelona for the Master of Museum Studies of the JHU (Johns Hopkins University, US), 2012 and 2016. Co-director of the new specialised course on Digital Strategy for museums and other cultural organisations, run together by the Museu Nacional and the Open University of Catalonia (UOC), 2016-2018.

Frequent speaker at international conferences, such as Museums and the Web, MuseumNext, the Content Strategy Conference, or ICOFOM in Université Sorbonne, Paris. Co-chair of the MuseumNext 2012 Conference. Invited speaker by the Chinese Museums Association in Chengdu, China, 2016 and in Beijing 2017.

Jury of The Best of the Web Award (Museums and the Web).

Twitter: [@innova2](#)

Blog: <http://blog.museunacional.cat/en/author/conxa-roda/> and before: www.blogmuseupicassobcn.org/author/conxa/?lang=en



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