

THE LOS ANGELES CENTER OF PHOTOGRAPHY (LACP)

ANNOUNCES NEW BOARD MEMBERS

The Los Angeles Center Photography (LACP) welcomes five new members to its Board of Directors, further strengthening and expanding its operations as the West Coast's leading image-based institution.

"We are thrilled to welcome these luminaries to LACP," said Dr. Rotem Rozental, Executive Director and Chief Curator. "As we continue to grow and serve broader audiences through the power of visual storytelling and creative expression, our new board members will play a vital role in strengthening our connections with local communities and expanding LACP's reach."

"Great institutions are built by people who are willing to invest not only their expertise but their imagination," said Jennifer Pritchard, President of LACP's Board of Directors. "This remarkable group brings a breadth of experience across the arts, business, technology, philanthropy, and education while sharing a deep belief in photography's power to connect communities and inspire new ways of seeing. Their leadership will help guide LACP as we continue building an institution that could only exist in LA."

Dean Carter:

Dean Carter is the CEO of Instill Labs Inc (instill.ai), the company building the World's First Culture Operating System™, an AI native platform. He is widely known as an innovative and industry-recognized leader of People and Culture for over 20 years, as a 4-time CHRO across Fortune 50, rapid growth, and culture-driven organizations. Dean served in the role of Chief People Officer for Guild, Sears Holdings, Fossil, Inc., and Patagonia.

Dean has always been passionate about serving his home communities and the arts, with his most recent community work as a board member for Pacific Pride Foundation, supporting the LGBTQ+ community in the CA central coast, as well as the world-renowned classical music innovation institute, The Music Academy, based in Montecito, CA

Carter brings decades of experience building values-driven organizations and serving mission-based nonprofits. His expertise in leadership, organizational culture, and governance will help support LACP as it continues its national growth.

Steve Hitter:

Steve started his own advertising/design firm in 1976. Clients included the Los Angeles Rams, Carroll Shelby Texas Chili, Chatham Created Gems, Oroamerica, Cole of California, Pepi Fine Jewelry, and Gucci Timepieces.

In 1985, Steve joined Gucci Timepieces as Advertising Director and was appointed Chief Marketing Officer in 1988. Three years later, Steve and his family moved to Switzerland when he became President of Gucci Timepieces. After moving back to Los Angeles, he joined the family real estate business and is now the CEO, Managing Partner, and President of the Hitter Family Foundation. Steve served as Chairman of the Board of Governors at Cedars Sinai Medical Center in Los Angeles and is currently on the Leadership Cabinet. He is also on the American Board of Sheba Medical Center in Israel and is a Trustee of the ArtCenter College of Design

Combining decades of executive leadership with a lifelong commitment to philanthropy, design, and the arts, Hitter brings exceptional experience in governance, fundraising, and institutional stewardship. His perspective will strengthen LACP as it expands its impact and long-term sustainability. "LACP is an important link to the Los Angeles Photography experience, both past and present," Hitter shared, "I'm glad to be part of building its future commitment to photography in LA for both amateur and professional photographers in whatever form or format they practice their art."

Eva Ho:

Eva Ho was recently a General Partner (GP) at Fika Ventures, a seed-stage fund focused on enterprise software, fintech, marketplaces, and digital health, and was previously a founding GP at Susa Ventures. A serial entrepreneur, Eva was a founding executive at Factual, head of marketing for Applied Semantics (acquired by Google), and co-founded Navigating Cancer. Eva also spent five years as a Senior Product Marketing Manager at Google and YouTube. Deeply active in the non-profit sector, she serves on the boards of California Community Foundation and UCLA TDG, is a founding member of All Raise and Screendoor, and served as the Entrepreneur-in-Residence for the City of Los Angeles under Mayor Eric Garcetti

An enthusiastic supporter of innovation, education, and the arts, Ho brings intellectual curiosity, entrepreneurial vision, and a deep commitment to community building. Her ability to connect emerging ideas with lasting institutional growth will help guide LACP's next chapter. "I joined the LACP Board of Directors to empower our local creative community and support diverse visual storytelling," stated Ho. "By combining my background in photography with strategic governance, I look forward to amplifying the institution's impact and reach."

AJ Holmes:

AJ received his undergraduate degree in photography from Middle Tennessee State University in 2016, having primarily focused on long-term documentary work. He's currently working on two different long-term photographic projects, primarily utilizing large-format color film. A co-founder and co-owner of Negative Supply, AJ helps to oversee daily operations, business-to-business sales, customer service, and more.

Through his business ventures and his own photographic practice, Holmes has become a leading advocate for the resurgence of analog photography, supporting artists around the world with education, innovation, and accessible tools. His commitment to photographers and the future of the medium aligns closely with LACP's educational and community-driven mission. "Joining the LACP Board is a unique honor and presents a rare opportunity to help develop and grow one of the leading photographic cultural institutions in the United States," said Holmes. "Specifically, I hope to work towards creating more analog community and spaces for the thriving Los Angeles photographic community, and look forward to what lies ahead."

Jason Lee:

A native of Southern California, Jason Lee is a photographer, actor, and director. Having established a successful career as a professional skateboarder during the pivotal late 1980s and early 1990s period, Lee transitioned into acting, leading to a successful career in film, television, and voiceover, and collaborations with directors including Kevin Smith, Lawrence Kasdan, Cameron Crowe, and Rebecca Miller. In 2001, he developed a passion for photography and dedicated himself to pursuing the medium as a creative profession. Lee's images have since been featured in multiple group and solo exhibitions, magazines and books, with [A PLAIN VIEW](#) (2018) marking his first official monograph.

Beyond his accomplished artistic practice, Lee has long been committed to strengthening the photographic community through education, publishing, and advocacy for analog practice. His perspective as both an artist and a cultural storyteller lends a thoughtful voice to LACP's mission to advance photography as a vital contemporary medium. "Joining the LACP board provides a greater opportunity not only to support photographers, but also to help expand and strengthen analog photography," Lee noted, "all while working alongside like-minded and equally passionate champions of the medium."

About the [Los Angeles Center of Photography](#):

LACP captures and shares the world through the lens of Los Angeles. From its home in DTLA, LACP enables communities to capture, interpret, and reimagine the individual and cultural conflicts and the creative combustion that shape Los Angeles and influence the world. Each year, LACP offers hundreds of workshops and classes of all

levels and genres online and in-person, it exhibits the work of over 300 photographers in virtual and in-person gallery exhibitions, which are free and open to the public. Additionally, LACP partners with multiple organizations to offer photography and visual literacy education for youth and children in underserved communities.
