Lial A. Jones, the Mort and Marcy Friedman Director of the Crocker Art Museum, has set the strategic vision for the Crocker Art Museum’s master plan and expansion and, in tandem with the Museum Board, has overseen the creation of the new 125,000-square-foot Teel Family Pavilion. Jones spearheaded a $100 million capital campaign to support the expansion—the largest single fundraising initiative ever undertaken by a cultural institution in the region. The growth of the Museum during her tenure includes a 30 percent increase in the size of the collection, and an increase in attendance and membership of more than 100 percent.

Jones holds degrees in American Studies and Museum Studies. She attended the Museum Management Institute in 1996. Jones is a member of the Association of Art Museum Directors, as well as numerous other museum, art and community organizations.