

*Conductor, producer, educator has worked internationally*

## Benjamin E. Juarez New College of Fine Arts Dean

**BENJAMIN E. JUAREZ** has led orchestras in venues from Shanghai to the Champs-Élysées. On August 1, he took a new podium as dean of the College of Fine Arts.

Juarez, 59, was most recently director of culture, technology, and development at the Dr. José María Luis Mora Research Institute, which focuses on social sciences, history, and culture, in his native Mexico. He has also directed the Centro Nacional de las Artes,

Mexico's national arts center, running professional schools in music, dance, arts, theater, and film, research centers, the organization's TV channel, and more than 20 theaters and performing spaces.

Juarez takes over from Walt Meissner (CFA'81), who had been dean ad interim for eight years and is now an associate vice president for operations.

"I come here as a student," Juarez says, referring to his learning curve at BU. Of

course, few students arrive speaking five languages and having been honored as the first Latin American to conduct an orchestra in China (in 1984). The CFA deanship, he says, engages his career-long interest in arts education. "It doesn't matter if it's rock or watusi or Mahler. When students become passionate about an arts discipline, they can go out and explore others," he says.

Among his tasks as dean will be fundraising for continuing CFA renovations. At the Centro Nacional de las Artes from 2007 to 2009, he oversaw 600-plus employees,

1,800 students, and an \$8 million annual budget. He signed student and faculty exchange agreements with other art schools in Mexico and the United States and launched joint programs with such places as the Kennedy Center for the Performing Arts. He presided over a 30 per-



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cent increase in visitors to the center.

Juarez earned a bachelor's degree from Centro Universitario Mexico, a master of fine arts in music from the California Institute of the Arts, and a certificate in business administration from Universidad Anáhuac del Sur. **RICH BARLOW**

## Christopher Muller Seasoned Entrepreneur Takes Over at SHA

**SERVING STRANGERS IS** in Christopher Muller's blood. His great-grandfather ran a restaurant in Brooklyn, his grandparents owned a delicatessen, his father worked as a butcher, and he managed a Carvel ice cream stand as a 16-year-old. But hospitality is much more than a living, Muller says—it binds our common humanity.

On August 16, Muller took the reins at BU's School of Hospitality Administration, which each year prepares some 400 students—in the classroom and in the field—for management positions in hotels, food service, travel and tourism, and entertainment. As the new dean, Muller brings to the program a decidedly holistic approach—a mix

of educational, entrepreneurial, and philosophical.

"I do harbor a favoritism toward entrepreneurial activity," he says. "A good portion of hospitality education is creating a desire to own. When someone puts their name on the side of a building or takes that risk to establish themselves by adding value to the community by taking resources from one place and putting them in another, that's a really positive thing."

In 1999, Muller helped found the University of Central Florida's Rosen College of Hospitality Management, which enrolls 2,700 students. Before that, he taught at the School of Hotel Administration at Cornell University. He won Hospitality Teacher of the Year five times at Cornell and was Rosen's Teacher of the Year in 2001.

Muller is no stranger to New England. As a wine manager in Beantown in the early 1980s, he was a guest lecturer at SHA when it was just getting off the ground. He later ran eateries at Boston's Quincy Market, in Stowe, Vt., and on Nantucket. He also owned a restaurant on Cape Cod.

Muller earned a bachelor's degree in political science from Hobart College and a master's and a PhD in hospitality management, both from Cornell. **CD**



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