The Dot Experience
AMERICAN PRINTING HOUSE

The Dot Experience Executive Bios

Joanna "Jo" Haas

Chief Operating Officer, Vice President for Advancement

Joanna "Jo" Haas serves as chief operating officer and vice president for advancement at the American Printing House (APH) and leads The Dot Experience. She led the development of The Dot Experience and helped shape its vision as an immersive attraction that reimagines how museums can engage visitors through inclusive design, storytelling and visitor-centered experiences.

Haas brought together exhibit designers, accessibility experts, educators and members of the blind or low vision community throughout the development of The Dot Experience. Her leadership helped ensure that the perspectives and experiences of people who are blind and low vision informed decisions about how visitors move through, interact with and experience the attraction.

Haas brings more than 30 years of experience leading cultural institutions, developing community partnerships and creating engaging public experiences. Before joining APH, she served as Chief Executive Officer of the Kentucky Science Center, where she advanced innovative programming, expanded partnerships and developed new visitor experiences. Haas previously held leadership roles at the Carnegie Science Center and other cultural organizations.

Darrick Wood

Director

Darrick Wood serves as director of The Dot Experience at the American Printing House (APH), where he leads the attraction's day-to-day operations and helps bring its vision for an inclusive museum experience to life. He helps shape how visitors engage with the stories, ideas and innovations at the heart of The Dot Experience.

Wood draws on his background in museums, education, media and storytelling to create experiences that invite visitors to explore, question and make connections. His work focuses on turning complex ideas into engaging, hands-on experiences that encourage new perspectives on blindness and the world around us.

Wood brings more than 25 years of experience creating curiosity-driven experiences across museums, education, broadcast media, live theater and community programming. Before joining APH, he served as gallery experiences manager at the Speed Art Museum, where he developed visitor experiences for six years. He also worked with Discovery Education, a global leader in educational technology, to design professional development programs for educators and taught in special education environments. Earlier in his career, Wood worked at APH as a proofreader and created, produced and hosted the radio program Inside a Question, using storytelling, interviews and community engagement to connect audiences with new ideas.