



**EXPERIENCE  
PRINCETON**

Discoveries Around Every Corner

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## **Experience Princeton Welcomes Robin Lapidus as Executive Director, Guiding the Next Chapter of Princeton’s Growth and Creativity**

**Princeton, NJ** — **Experience Princeton** is excited to announce the appointment of **Robin Lapidus** as its new **Executive Director**. Lapidus brings more than two decades of national leadership experience revitalizing some of America’s most celebrated downtowns, including Harvard Square, Central Square, Provincetown, MA, and Flemington, NJ. She joins Experience Princeton to help guide the next chapter of Princeton’s story, one defined by creativity, collaboration, and community.

“Robin brings the exact blend of talent and track record Princeton deserves,” said Aubrey Haines, President of Experience Princeton. “She understands how to make our commercial districts thrive while keeping the focus on the people and businesses that make Princeton special.”

### **A Leader with Vision**

Lapidus is an award-winning nonprofit executive known for transforming communities through placemaking, marketing, and partnership building. She has led business improvement districts in Cambridge, Provincetown, and Flemington, helping each community turn its authentic character into lasting prosperity.



**Robin Lapidus**

[Link to hi-res image](#)

“Robin understands the connection between innovation and place,” said Helena May, Vice President of Experience Princeton and Search Committee Chair. “As Princeton continues to grow as a center for technology and entrepreneurship, her leadership will help us create the kind of environment where creative ideas and local businesses thrive side by side.”

In Flemington, Lapidus secured substantial grant funding to assist in the founding of the Stangl Arts and Cultural District, and created signature events such as the Corn, Tomato, and Beer Festival and the Central Jersey Jazz Festival. Earlier in her career, she led the Harvard Square Business Association and the Central Square Cultural District, producing beloved regional events such as Oktoberfest, Mayfair, and the Harry Potter in Harvard Yard celebration that drew more than 40,000 attendees.

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## **NEW EXECUTIVE DIRECTOR, CONTINUED**

Her public-private partnerships have included working with Harvard University, MIT, and cultural institutions such as the Museum of Fine Arts in Boston. Lapidus has also collaborated with brands including Audi, JetBlue, and Google. She holds a Master's degree in education from Harvard University and a Bachelor of Arts from The Eugene Lang College at the New School for Social Research.

"Robin's appointment represents the next evolution of the vision we had when creating Princeton's Special Improvement District," said Councilwoman Michelle Pirone Lambros, who helped found Experience Princeton. "She understands how to work with small business owners, property stakeholders, and our municipal team to bring that vision to life while keeping Princeton's welcoming spirit at the center."

### **The Next Chapter for Princeton**

Experience Princeton steps into this new phase at an especially exciting time. The town continues to grow as a destination for art, dining, and design. The highly anticipated reopening of the Princeton University Art Museum will reaffirm Princeton as a cultural landmark for the region and beyond.

Recent openings such as Graduate Hotel, Hermès, Belle Journée Café, and Triumph Brewery's new flagship location showcase Princeton's unique blend of local charm and international sophistication. Together, these additions highlight Princeton's role as both Central Jersey's Main Street and an international destination for visitors, scholars, and entrepreneurs.

"Growing up in Princeton, I saw how this town wins people over," said Caleb Feiring, Marketing Chair of Experience Princeton. "Robin's about to speed that up."

Each year more than 2 million people visit Princeton for its mix of culture, dining, shopping, and history. Under Lapidus's leadership, Experience Princeton will focus on strengthening that visitor economy—supporting local merchants, expanding tourism partnerships, and showcasing Princeton's role as both a regional anchor and an international destination.

"Princeton already has an incredible sense of place," said Robin Lapidus. "My goal is to build on that momentum and help Experience Princeton shine even brighter as a model for how communities can honor their heritage while embracing an expansive and bright future."

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**About Experience Princeton:** Experience Princeton is a nonprofit Special Improvement District serving the Municipality of Princeton. Its mission is to strengthen and grow a flourishing local economy by offering an exceptional experience for residents and visitors, and by advocating for a diverse business community supported through strong partnerships.

Contact us at [info@experienceprinceton.org](mailto:info@experienceprinceton.org). | Learn more at [www.experienceprinceton.org](http://www.experienceprinceton.org).