



Esther Netter

Founder and Chief Executive Officer

Esther Netter is the founder and Chief Executive Officer of the Cayton Children's Museum and youTHink by ShareWell, formerly known as the Zimmer Children's Museum and youTHink for 29 years. In 1991, Esther organized a community of supporters, contributing artists, Board of Directors, and initial funders to establish a small 600 square-foot children's museum. That vision grew to a 10,000 square-foot museum welcoming over 85,000 visitors annually. As the museum expanded its capacity over time, Esther launched youTHink, a California arts education initiative which uses the power of art to foster critical thinking, engage diverse learners, promote literacy, and serve as a tool for social change. With the creation of youTHink arts education programming, the museum's reach now extends from birth through high school.

Today, Esther and her team are building a new 21,000 square-foot museum, the Cayton Children's Museum, in Santa Monica set to open this summer. The Cayton will feature newly built, innovative, values-based exhibits and program spaces to welcome over 250,000 visitors annually. With over three decades of experience in the arts and culture sector, Esther's personal ethos continues to be the driving force behind her endeavors. The museum's tagline is "*playing our way to a better world*" and those are words that guide Esther's personal and professional pursuits.