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## **PROFILE**

An administrative leader who has been consistently successful in raising the national and international profiles of educational and non-profit institutions, working collaboratively with community partners, initiating national and global partnerships, spearheading fundraising efforts, and generating increased revenue.

## **EDUCATION**

GALLAUDET UNIVERSITY	2008
Ph.D., Special Education Administration	
Track: Higher Education Administration	
JOHNS HOPKINS UNIVERSITY	2002
M.S., Marketing	
Track: Strategic Planning	
ST. MARY'S COLLEGE OF MARYLAND	1988
B.A., English	

## **PROFESSIONAL EXPERIENCE**

### **VICE PRESIDENT, DEVELOPMENT, ALUMNI & INTERNATIONAL RELATIONS**

#### **GALLAUDET UNIVERSITY**

#### **MAY 2010 – PRESENT**

As Vice President for Development, International and Alumni Relations, oversees the planning and implementation of all programs designed to enhance philanthropic support for and community & alumni engagement with Gallaudet University. Provides national and international strategic vision, leadership, overall management, and staff supervision for these departments. As a member of the President's Cabinet, is a member of the University's senior leadership team, responsible for advising and working closely with the President and the Board on a full spectrum of institutional issues including management of the organization's \$143 million budget. Works closely with the Board of Trustees to advance the institution and manages the advisory Board, the Board of Associates. Regularly meets with corporate and national business leaders, often represents the President at meetings and events with these constituents and with international delegations. Leads in increasing international recruitment and devising University-wide strategies. Responsible for building a model for business and Board strengthening: The Academy of Risk and Management and Insurance. One of the key leaders charged with creating innovative new programs and generating new revenue streams for the institution including: management of the 6<sup>th</sup> street properties in Northeast, DC; the creation of a real estate foundation, establishing the new Board for it; establishing a community interpreting program; producing the web-based *Alumni Now* program; building a business model for the offering of massive on-line courses for American Sign Language and advising on the business plan for a potential new business of video

relay services for the Deaf. Involved in analyzing and determining critical business strategies including but not limited to tuition rates, housing, and overall enrollment, recruitment and retention efforts.

**SENIOR DIRECTOR, PRINCIPAL AND LEADERSHIP GIFTS  
GEORGETOWN UNIVERSITY, JANUARY 2008 TO MAY 2010**

Served as Senior Director of Advancement for the Mid-Atlantic and Southeast which generated over \$317M in gifts. As the senior officer, implemented a regionally focused strategy to develop Georgetown's principal, major, planned and leadership gift prospects, driving and executing various innovative advancement tactics, and drawing upon all areas and talent within the University. Worked closely with the Vice President for Advancement, President, and Board on all leadership and principal gifts for this region. Developed short and long-range strategic engagement plans to increase the profile of Georgetown. Developed a comprehensive engagement strategy and worked closely with University leadership and Board members on implementation. In FY08, conducted a comprehensive review of programs and services offered in the region and began market analysis. In FY09, with Board approval, led a team in implementation. Personally conducted 70 face-to-face visits and staffed or provided leadership to staff for 30 presidential-level events. Additionally met one-on-one with 21 individuals with a capacity to give \$1 million + who had no previous relationship with the University. Personally responsible for developing strategies to secure individual gifts of \$12 million, \$10 million, and \$6 million in FY10 creating the networked foundation for future success.

**DIRECTOR OF DEVELOPMENT & INTERIM DIRECTOR OF PR  
GALLAUDET UNIVERSITY, SEPTEMBER 2003 TO JANUARY 2008**

Responsible for providing leadership and direction in all fundraising efforts at the University. Worked closely with the President and Board on a Campaign to build a new facility resulting in \$28 million for the Sorenson Language and Communication Center. Raised an average of \$10 million per year to support academic excellence including faculty research, international programs and scholarships. Worked closely with the President and Boards on overall Campaign strategies and was the Chief fundraising officer for the institution. Regularly met with the President and Deans to discuss funding priorities and progress; involved academic leaders in the cultivation and stewardship of donors. Met regularly with local, national and international donors including businessmen, Foundation executives and Washington, D.C. influencers. Served on the University Management Team, the University Marketing Committee and the University Budget Committee. In 2006, selected to serve on the Presidential Search Committee. Worked regularly with Congressional representatives and their staff members on engagement opportunities. In 2007, assumed responsibility for managing the Public Relations Office to communicate the University's strategic messages to its key constituencies, which included prospective students and their parents, alumni, donors, members of Congress, the Washington, D.C. business community, the media, and deaf and hard of hearing people throughout the nation. Managed the areas of PR including: Media Relations, Publications, Visitors Center, and the World Wide Web.

**ASSISTANT DIRECTOR, DEVELOPMENT  
GALLAUDET UNIVERSITY, 2001 TO 2003**

Responsible for leading and managing the fundraising activities at Gallaudet University. Supervised the areas of Corporate and Foundation Relations, Planned Giving, Major Gifts, and the Annual Fund. Developed and managed annual budgets for each unit; managed front-line fundraisers; participated in personnel decision-making processes; and, led in all aspects of fundraising during the University's first-ever comprehensive capital campaign raising \$39.9 million – \$9 million over goal. Worked intimately with the President and Board of Trustees on aggressive fundraising strategies and regularly collaborated with faculty to identify funding needs. Raised \$20 million for the I. King Jordan Student Academic Center; \$10 million for faculty excellence including the funding of three chairs; and, \$9 million to support scholarships and academic programs. Increased major giving from alumni by 65% during the campaign. Responsible for coordinating engagement strategies with Congressional representatives, the NBA, and Washington Sports & Entertainment.

**DIRECTOR OF CORPORATE AND FOUNDATION RELATIONS  
GALLAUDET UNIVERSITY, 1998 TO 2001**

Supervised the Corporate and Foundation Relations unit including identifying, cultivating, stewarding, and soliciting major corporate and foundation gifts. Worked with the Vice President to secure the largest gift from an international foundation in the history of the institution leading to \$3 million. Frequently conducted major corporate and foundation solicitations; prepared briefings for the President and other academic leaders; worked closely with the Vice President for Advancement and Deans to determine funding priorities during the University's first-ever capital campaign. Regularly collaborated with faculty and staff. Responsible for supervising the Congressional Basketball Classic bi-annually and for strengthening the relationship between Gallaudet, Congress, and the national community.

**ASSOCIATE DIRECTOR OF CORPORATE AND FOUNDATION RELATIONS  
GALLAUDET UNIVERSITY, 1997 TO 1998**

Responsible for raising corporate and foundation donations from local, regional, national, and international corporations and foundations. Responsible for supervising and planning the Congressional Basketball Classic bi-annually and for strengthening the relationship between Gallaudet and the Greater Washington community. Wrote proposals and funding requests.

**DEVELOPMENT ASSOCIATE FOR CORPORATE RELATIONS  
JOHNS HOPKINS UNIVERSITY  
SCHOOL OF MEDICINE: CHILDREN'S CENTER, 1995 TO 1997**

Responsible for planning, implementing and managing corporate relations for the Johns Hopkins School of Medicine: Children's Center. Supervised staff members in identification, cultivation, stewardship and solicitation activities. Structured volunteer committees and established the Children's Center's first Corporate and Philanthropic Advisory Board. Led in efforts raising more than \$4 million a year in unrestricted funds for the Children's Center. Initiated a partnership with Jos. A. Banks to produce "miracle ties" in a national marketing effort. That effort increased revenue for the Children's Center by approximately \$1 million annually and was in existence for

years after. Supervised the annual telethon and radiothon events and coordinated activities for more than 500 volunteers. Was instrumental in forging relationships with corporate sponsors.

**DIRECTOR OF DEVELOPMENT AND MARKETING  
YOUTH SERVICE AMERICA (YSA), 1993 TO 1995**

Responsible for managing and organizing all aspects of fundraising and marketing for this national non-profit organization. Developed YSA's first corporate advisory board. Structured and managed volunteer committees partnering with more than 50 organizations nationally. Initiated a partnership with Nickelodeon to increase national awareness of volunteerism and youth service; that program called *The Big Help* is still in existence today. Officially recognized by then President Bill Clinton in 1994 for these efforts. Raised more than \$3 million annually from private sources and secured \$4 million in federal grants to support the organization.

**PRODUCER – WPBT, MIAMI  
ASSISTANT PRODUCER – MARYLAND PUBLIC TELEVISION  
PUBLIC BROADCASTING SYSTEM, 1988 TO 1993**

In Miami, responsible for the management and organization of all activities related to on-air fundraising under the direction of the Vice President. Responsibilities included conceptualizing strategies for on-air fundraising campaigns; interviewing, testing, and hiring on-air talent; managing a production team of more than 20 individuals for on-air fundraising appeals; writing scripts; determining giving levels; and, acting as on-air talent as needed. Increased collaboration between WPBT and local community organizations via on-air promotions. Led in efforts to restore the South Florida community, on behalf of WPBT, following Hurricane Andrew in 1992. Won three national awards from PBS for these efforts in 1992. At Maryland Public Television (MPT), wrote scripts and produced marketing segments for MPT to promote programming as well as recognize donors to the organization. Assisted the producer in on-air giving campaigns; managed hundreds of volunteers on a regular basis during pledge drives; drafted scripts; and, produced nightly performance reports.

**SELECTED UNIVERSITY SERVICE**

University Cabinet, Gallaudet University, 2010 – Present  
University Budget Oversight Group, Gallaudet University, 2010 - Present  
John Carroll Weekend 2010 Working Committee, Georgetown University, 2009  
Campaign Kick-off Committee, Georgetown University, 2009  
Working Group for Metrics and Evaluative Measures, Georgetown University, 2008-09  
Shared Governance Working Group, Gallaudet University, 2007-08  
Diversity Committee, Gallaudet University, 2006-2007  
University Budget Committee, Gallaudet University, 2004-08  
University Marketing Committee, Gallaudet University, 2004-2008  
Institutional Advancement Management Team, Gallaudet University, 2003-08  
Presidential Search Committee, Gallaudet University, 2005-06

**SERVICE IN PROFESSIONAL ORGANIZATIONS**

St. Mary's Hospital, volunteer fundraising consultant, 2009-2010  
Member of the National Capitol Leaders Council/Breakfast of Leaders, 2008-09

Representative for the Greater Washington Board of Trade, 1997-present  
Representative for the Economic Club, Washington, D.C., 1997-present  
Representative of the National Capital Gift Planning Council, 2006-present  
American Legion, 2004-2008, Vice President, 2004-05

## **HONORS AND AWARDS**

Biographical Candidate of the Manchester *Who's Who Among Executive and Professional Women*, 2008

Gallaudet University Presidential Scholar, 2002 – 2006

Recognition by former President Bill Clinton for leadership in creating awareness for youth service, 1994

National PBS awards: Individual Giving, On-Air Fundraising, and Overall Development, 1992

## **PUBLISHED WORKS**

*The Managerial Practices of Chief Advancement Officers: Practices that Promote or Inhibit Fundraising in Higher Education*, Gallaudet University, 2009

*In My Time When I was Coming Along*, St. Mary's College of Maryland, 1988

## **PROFESSIONAL AFFILIATIONS**

The Council for Advancement and Support of Education (CASE)

The National Association of Fundraising Professionals (AFP)

CASE District II Achievement Award Committee

AFP Presenter, Special Mission Institutions

CASE District II presenter, Leadership Characteristics of Chief Development Officers