

ASPEN LEADERSHIP GROUP

DIRECTOR OF ADVANCEMENT, NEUROSURGERY
UNIVERSITY OF UTAH HEALTH

Location — Hybrid (Metropolitan Salt Lake City, Utah)



The Aspen Leadership Group is proud to partner with the University of Utah and University of Utah Health in the search for a Director of Advancement, Neurosurgery.

The Director of Advancement, Neurosurgery will raise funds for the Department of Neurosurgery, working with and as directed by the Senior Director of Advancement for Neurosciences. The Director will manage relationships with a portfolio of donors who have the capability of making annual leadership, major, and planned gifts. The Director will direct development activities and events focused on the solicitation of donations from individuals, corporations, and foundations, leading and coordinating efforts to solicit and secure gifts of various amounts, including gifts of significant value as well as the development, planning, and coordination of major gifts, annual giving programs, and planned giving for the Department of Neurosurgery. The Director will build a robust community of philanthropic support by engaging and involving physician leadership, faculty, administrators, and their care teams. The Director will articulate and execute an advancement plan focused on best practices, including goals and metrics, and well-articulated departmental philanthropic priorities, leading to the procurement of private support for clinical, research, and educational areas.

Founded in 1850, the University of Utah is the state's public flagship institution and top-tier research university. It is Utah's oldest institution of higher education, and The Spencer Fox Eccles School of Medicine at the University of Utah is Utah's first medical school. The university provides its more than 32,000 students opportunities to grow with over 80 undergraduate majors to choose from, and almost as many minors and certificates. With a motto of *Imagine, then Do*, the university encourages all learners to be active participants in the educational process and to believe that all things are possible. An institution on the rise, Utah Athletics was invited to join the Pac-12 due to both its sporting prowess and the university's strong academic and scientific research achievements. It also boasts the lowest tuition among its Pac-12 and Big10 public peers and the lowest student-to-faculty ratio (18:1) of Utah public institutions. With an endowment of approximately \$1 billion, there is a strong network of alumni and friends that care deeply about the institution and its continued success.

The University of Utah is classified by the Carnegie Foundation among the 137 research universities with the "highest research activity" in the nation. The University of Utah is a member of the prestigious Association of American Universities, which for more than 100 years has recognized the most outstanding academic institutions in the nation. *U.S. News and World Report* ranks dozens of the university's programs—from computer science to psychology to physics to dance—in the top 100 in the nation. It has also been ranked first for best online college for bachelor's degree programs, best online college for master's degree programs, and best online for doctoral degree programs by *OnlineColleges.com*. The site also ranks the University of Utah among the 20 best online colleges for adults going back to school. *College Magazine* ranks it among the top ten best colleges for cinephiles.

As an institution with a strong business school, *The Princeton Review* has named the university among the top 25 for online M.B.A. programs and entrepreneurship. The University of Utah is also a great place to work, having been ranked third amongst America's best employers for women by *Forbes*.

UNIVERSITY OF UTAH HEALTH

The Spencer Fox Eccles School of Medicine at the University of Utah serves as the flagship medical education institution in the Intermountain West, with an impressive legacy of exceptional training and research for generations of physicians, scientists, educators, and health professionals. The medical school plays a central role at the University of Utah and University of Utah Health, one of a small number of academic health centers nationally that are collocated with and under common governance with a comprehensive research university and its significant strengths, including engineering, business, science, social and behavioral science, and many others.

With an annual budget of \$4.8 billion, University of Utah Health is a highly advanced university health system. The faculty practice and students learn among five hospitals and 12 community clinics; a 1,800-member University of Utah Medical Group; a highly-ranked research enterprise encompassing six schools and colleges, including the Schools of Medicine and Dentistry, Colleges of Health, Nursing, and Pharmacy and the Eccles Health Sciences Library; a 245,000+ member health plan; one of the nation's largest reference laboratories, ARUP Laboratories; and numerous institutes and centers reflecting interdisciplinary, professional expertise in over 200 specialties. The foundational collaborative legacy of University of Utah Health is driving its trajectory forward as a highly innovative and integrated health care delivery, research, education, and service organization that is serving as a model for the nation.

University of Utah Health is ranked #15 in Research, #21 in Primary Care, and #6 in graduates practicing in rural areas among public universities. The Spencer Fox Eccles School of Medicine at the University of Utah trains more than two-thirds of Utah physicians, nurses, pharmacists, therapists, and other health care professionals, offering both M.D. and Ph.D. degrees, and its physician assistant program is ranked #4 in the nation (*U.S. News and World Report*).

University of Utah Health continues to open new care facilities on and off campus, including the state-of-the-art Craig H. Neilsen Rehabilitation Hospital. It now treats more patients from Utah and neighboring states than ever before through a growing network of over two dozen regional affiliate hospitals and health systems throughout the Intermountain West. The system provides care for residents of Utah, Idaho, Colorado, Nevada, Montana, and Wyoming, in a referral area encompassing more than 400,000 square miles, 10% of the continental United States.

For 13 consecutive years, Vizient Inc. has ranked University of Utah Health in the nation's top 10 for quality health care among leading academic medical centers. U of U Health achieved the #7 ranking in the nation in 2022.

REPORTING RELATIONSHIPS

The Director of Advancement, Neurosurgery will report to the Senior Director of Advancement for Neurosciences, Melisa Moon.

FROM THE SENIOR DIRECTOR OF ADVANCEMENT

It is an exciting time to join the Department of Neurosurgery at University of Utah Health. Our neurosurgeons are clinicians, educators, and investigators in the evolving field of neurosurgery. They are at the forefront of state-of-the-art services and care, new tools and techniques for the diagnosis and treatment of neurological conditions, and comprehensive clinical training for emerging neurosurgeons. We take pride in being one of the leading academic neurosurgical centers nationally and have become a destination center for care.

Chair of the department, William T. Couldwell, M.D., Ph.D., recently received the prestigious Harvey Cushing Medalist award at the American Association of Neurological Surgeons (AANS) Annual Meeting. This honor recognized Dr. Couldwell's lifetime neurosurgery contributions that have revolutionized the field. Within UHealth, neurosurgeon Erica Bisson, M.D., M.P.H., serves as the University's Executive Medical Officer. Across the department, much has been accomplished within brain and spine care, cerebrovascular disease, brain and spine tumors, traumatic brain and spinal cord injury, peripheral nerve disorders, functional applications, and pediatric care. As part of the state's only academic medical center, we serve as a major referral center and perform thousands of procedures every year, covering the full spectrum of neurological conditions—from common to the most complex.

The Department of Neurosurgery maintains a rich and dynamic history of training high-quality neurosurgeons since accepting its first resident in 1972. Within the department are nine programs of excellence, offering unrivaled educational opportunities for our residents and fellows. An unprecedented number of our past residents and fellows are now serving in neurosurgical chair positions at other academic medical centers across the country. This year, one of our neurosurgical residents who has worked across the biomedical spectrum from cellular translational brain research in the lab to clinical and health services research, will hang up his white coat and instead don a pressed suit every day for the next year in Washington, D.C., serving as one of 15 individuals appointed by President Joe Biden to the 2022-2023 class of White House Fellows.

The attributes and accomplishments of our neurosurgery department continue to be recognized across the nation and the world. However, it is in providing meaningful and impactful contributions to our patients and the community we serve that we are most proud of in the department. I personally have heard many patient stories acknowledging the skilled neurosurgeon whose efforts have granted them continued mobility. The work is powerful, and I find great personal satisfaction in improving the quality of life for our patients. Garnering research support from our grateful patients and working with our past residents and fellows to ensure our continued excellence in training is gratifying work.

I look forward to working with a partner to further our advancement strategy, building upon the department's distinct and inspiring reputation. I encourage your application.



—Melisa Moon, Senior Director of Advancement for Neurosciences

THE UNIVERSITY OF UTAH'S COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION

The University of Utah celebrates the rich diversity of its staff, students, trainees, and faculty, by striving to make its campus a welcoming, inclusive, and anti-racist environment. The ways in which communication takes place should always seek to honor the humanity of each person who crosses paths with the institution, where no one perspective is more worthy than another.

As a part of the University of Utah, University of Utah Health Advancement is deeply committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion (E.D.I.). It embraces this commitment to grow and maintain a diverse, safe, and inclusive workplace culture for all employees in university advancement. With an increasingly diverse population of alumni and donors, it recognizes that nationally the most successful advancement offices employ individuals who can connect with these diverse communities and understand approaches that mirror a broad perspective of cultures, values, and experiences. The long-term strength and viability of the University of Utah stem from the ongoing E.D.I. practices, and university advancement works intentionally to ensure these efforts are reflected in all aspects of its fundraising and advancement work. It highly encourages applications from historically underrepresented minority groups, persons with disabilities, persons who have served in the military, and others who would bring additional dimensions of education and experience to the team.

PRIMARY RESPONSIBILITIES

The Director of Advancement, Neurosurgery will

- in consultation with the Senior Director of Advancement for Neurosciences and Department of Neurosurgery leadership, establish the vision and priorities for an impactful, multi-disciplinary initiative of short- and long-term fundraising goals;
- set fundraising objectives that are meaningful, challenging, realistic, and metric and action oriented;
- establish well-defined strategies for a program that includes physician engagement and grateful patient fundraising, major gifts, planned giving, corporate and foundations relations, a robust stewardship program, and alumni engagement growth;
- develop a strong working knowledge of the Department of Neurosurgery, including initiatives, research, clinical, and operational priorities;
- focus on gifts from individuals (including family foundations and donor advised funds) and interact with corporation and foundation entities as needed;
- plan, implement, and manage a major gift fundraising program to meet the priorities by
 - working closely with the Senior Director of Advancement for Neurosciences to establish major gift and annual fundraising goals based upon assessment of the qualified donor portfolio and the initiative's defined priorities;
 - identifying and evaluating the giving potential of prospects while developing innovative strategies for cultivation and solicitation;
 - developing an annual work plan, a schedule of fundraising goals and proposals to be presented, and planned visits in accordance with institutional standards;
 - scheduling and arranging on-site and off-site regional meetings and cultivation and recognition events such as chair and laboratory dedications, cultivation and stewardship visits to major gift donors and prospects; developing agendas and coordinating the participation of faculty, administration leaders, and volunteers;
 - personally communicating with and visiting major prospects and donors; working with the Director of Planned Giving to provide information on specific devices for giving, both current and deferred, to maximize gift and tax benefits;
 - preparing and directing the preparation of leadership, principal and major gift proposals, solicitation and cultivation materials, and stewardship information for major gift prospects and donors;

- identifying, enlisting, motivating, guiding, and supporting faculty and volunteers for participation in major gift solicitations;
- managing and staffing any volunteer advisory boards;
- preparing and delivering presentations as they relate to fundraising;
- providing education and training to faculty and volunteers about the dynamics of major gift fundraising;
- participating in administrative and departmental meetings within the Department of Neurosurgery and divisions therein, as well as participating in administrative and staff meetings in the office of advancement; and
- leading and engaging in special event planning, including the coordination of virtual and hybrid events;
- communicate routinely and effectively with the Senior Director of Advancement for Neurosciences, the Senior Executive Director, Chief Philanthropy Officer, department leadership, and other senior leaders who are actively involved with pending and outstanding solicitations with major benefactors;
- work with leadership and advancement staff to ensure endowment and contact reports are completed on time and research any questions related to the reports;
- work collaboratively with University of Utah's academic fundraising team and other university fundraising professionals to support donors whose philanthropic interests span research, education, and health care; and
- seek appropriate training opportunities, including training necessary for proficiency in the use of gift planning techniques, partnering with the Director of Planned Giving to build a robust program.

LEADERSHIP

Dr. Michael Good

Chief Executive Officer, University of Utah Health

Dean, The Spencer Fox Eccles School of Medicine at the University of Utah

Senior Vice President of Health Sciences

Dr. Michael L. Good is the C.E.O. of University of Utah Health, the Dean of The Spencer Fox Eccles School of Medicine at the University of Utah, and the Senior Vice President of Health Sciences. Dr. Good works to assure the professional and educational success of the talented faculty, staff and students who make University of Utah Health one of the nation's premier centers of academic health sciences.

Prior to coming to University of Utah, Dr. Good served as Dean of the University of Florida College of Medicine, where he maintained a strong focus on teams, faculty, and students. A professor of anesthesiology, Dr. Good is also a noted inventor. Early in his academic career, he led a team of U.F. physicians and engineers to create the Human Patient Simulator, a sophisticated computerized teaching tool that is now used in health-care education programs throughout the world.

Dr. Good graduated with distinction from the University of Michigan with a bachelor's degree in computer and communication sciences. He also earned his medical degree from Michigan and moved to Gainesville in 1984 to complete residency training in anesthesiology and a research fellowship at the University of Florida. He joined the U.F. College of Medicine faculty in 1988. In his 30 years on the faculty, Dr. Good has held numerous leadership positions at U.F. and its clinical affiliates. His leadership experience also extended to the Malcom Randall VA Medical Center and the North Florida/South Georgia Veterans Health System, where he served as chief of staff and system medical director, respectively.

Dr. Good is a member of the American Medical Association, and the American Society of Anesthesiologists. He currently serves on the Board of Directors for University of Utah Hospitals & Clinics and ARUP Laboratories.

William T. Couldwell, MD, PhD

Professor and Chair, Department of Neurosurgery

William T. Couldwell, MD, PhD, is Professor and Chair of the Department of Neurosurgery at the University of Utah. He has served as director of the American Board of Neurological Surgery, president of the American Association of Neurological Surgeons (AANS), and president of the American Academy of Neurological Surgery (AAcNS). Currently, he is editor-in-chief of both *Neurosurgical Focus*, a monthly open-access journal that tackles important themes in neurosurgery, and *Neurosurgical Focus: Video*, a quarterly online journal of intraoperative video articles. He is also president of the World Academy of Neurological Surgery (WANS) and hosted the conference in 2022. In 2022, Dr. Couldwell was awarded the prestigious AANS Harvey Cushing Medal in honor of his lifetime contributions that revolutionized the field of neurosurgery.

Dr. Couldwell attended McGill University in Montreal, where he received an MD, PhD, in neuroimmunology and molecular biology before beginning his neurosurgical residency at the University of Southern California (USC) in Los Angeles, California. He was subsequently awarded a research fellowship in neuroimmunology at the Montreal Neurological Institute and Hospital and the neurosurgical service in Lausanne, Switzerland. After completing training, Couldwell joined the faculty at USC for several years before accepting a position as professor and chairman of the Department of Neurosurgery at the New York Medical College. In 2001, he left New York for the University of Utah to support UHealth's three missions of—research, education, and clinical care.

Dr. Couldwell's dedication and invaluable contributions have transformed the department and brought national and international recognition. Today, the department employs the majority of neurosurgeons in Utah, including 24 full-time clinical physicians, up from eight when Couldwell became chair. The department has produced eight academic chairs of neurosurgery departments around the country, including two international medical graduate (IMG) fellows.

Dr. Couldwell has published over 500 peer-reviewed manuscripts, 100 book chapters, and seven books. He has also been the recipient of several federal and other research grants. Dr. Couldwell is recognized internationally for his expertise in skull base surgery and is regularly solicited as a speaker and to instruct courses in skull base surgery. His clinical interests include surgical management of skull base tumors, neuro-oncology, pituitary tumors, and cerebrovascular neurosurgery. Dr. Couldwell is a destination neurosurgeon and a leading specialist within the University of Utah's Destination Care Center.

Marika V. Jones, M.B.A.

Chief Philanthropy Officer, University of Utah Health

Marika Jones is a seasoned advancement professional with over 25 years of experience in building development organizations to advance the goals of hospital systems, universities, and non-profit organizations. Jones currently serves as the Chief Philanthropy Officer for University of Utah Health, where her team of 50 professionals is responsible for raising over \$200 million per year in support of five schools and colleges and the University of Utah Hospitals and Clinics. Prior to her position at the University of Utah, Marika served as president of the UnityPoint Health–Trinity Health Foundation in Moline, Illinois, where she successfully implemented a comprehensive development program increasing annual revenues tenfold.

She has also served in development leadership positions at Iowa State University and the University of Michigan where she participated in several \$1 billion+ campaigns. Jones holds an M.B.A. from the

University of Chicago Booth School of Business and a Bachelor of Science in Industrial and Operations Engineering from the University of Michigan.

Melisa Moon

Senior Director of Advancement for Neurosciences

Melisa Moon was recruited to the University of Utah with a professional background in higher education spanning over two decades, with the last 14 years in advancement. She has experience in annual, major gift, and planned gift fundraising, capital campaigns, donor and community relations, community engagement events, corporate relations, grant writing, and board management at Idaho State University. She held increasingly advanced development positions concluding with completing a \$23 million capital campaign for a new building at Idaho State University. In this role, Moon led a team of five and oversaw an advisory board to meet the campaign goal. While at Idaho State University, Moon also was faculty for the Speech and Communication Department and initiated many student programs within the Office of Academic Affairs. Before her work in higher education, Moon served as a grant writer and volunteer coordinator for non-profit organizations assisting and providing shelter for families impacted by domestic violence in California.

Moon's current portfolio includes the departments of neurobiology, neurology, and neurosurgery. Within the time she has worked for these departments, she has increased funds raised and the number of endowed named positions. She has fostered a culture of philanthropy within the departments leading to increased opportunities and fundraising success.

Moon earned her Bachelor of Arts from New College of California, San Francisco, and is currently enrolled as a master's student at Indiana University–Purdue University Indiana in Philanthropic Studies.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The University of Utah and University of Utah Health seek a Director of Advancement, Neurosurgery with

- a commitment to the mission of University of Utah Health—to serve the people of Utah and beyond by continually improving individual and community health and quality of life achieved through excellence in patient care, education, and research;
- a passion for medicine, science, and education and an ability to effectively articulate the academic and public service mission of University of Utah Health;
- a track record of success in major gift fundraising, preferably at a complex, higher education research or academic healthcare institution;
- experience working within a prospect moves-management system that utilizes a central database;
- an ability to implement sophisticated, multi-year cultivation strategies that leverage a relationship-building and moves-management approach for securing philanthropic investments;
- experience identifying, cultivating, soliciting, and securing major gifts;
- knowledge of corporate and foundation fundraising and gift planning vehicles;
- a broad understanding of multi-faceted campaign planning, implementation, and management;
- knowledge of fundraising and alumni relations best practices;
- an ability to establish, cultivate, and steward meaningful relationships with donors;
- superlative interpersonal skills and an ability to work well with people at all levels of an organization, across a diverse range of educational and social backgrounds while demonstrating honest respect for each individual;
- an ability to effectively build and foster reciprocal relationships that engage University of Utah Health physicians and faculty in the cultivation, solicitation, and stewardship of key prospects and donors;

- experience in grant or proposal writing, public speaking, and experience working with print and/or electronic media;
- strong strategic communication, writing, and public presentation abilities;
- project management skills and the ability to work both independently and in a team setting;
- an understanding of higher education fundraising practices (preferred); and
- a commitment to advancing and exemplifying University of Utah Health's four organizational values of Trust, Compassion, Responsibility, and Collaboration.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least five years of progressively responsible experience in institutional advancement. Experience in an academic medicine environment is a plus.

SALARY AND BENEFITS

The University of Utah and University of Utah Health offer a competitive salary and a comprehensive [package of benefits](#).

LOCATION

The University of Utah and University of Utah Health are in Salt Lake City, Utah. This role may provide an opportunity for a hybrid (3 days on-site and 2 days remote weekly) work environment.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the University of Utah Health as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected. *All inquiries will be held in confidence.*

To apply for this position, visit: [Director of Advancement, Neurosurgery, University of Utah Health](#).

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com.