



**SENIOR DIRECTOR OF PHILANTHROPY**  
**BARROW NEUROLOGICAL FOUNDATION**  
Phoenix, Arizona

# Barrow

## Neurological Foundation

The Aspen Leadership Group is proud to partner with Barrow Neurological Foundation in the search for a Senior Director of Philanthropy.

The Senior Director of Philanthropy will provide the vision, strategy, and leadership needed to secure high value major gifts in support of the Ivy Brain Tumor Center at Barrow Neurological Institute. The Senior Director of Philanthropy will secure four to six gifts at the \$1 million and above level to generate \$6 million in revenue annually that will be critical to the sustainability and success of the Ivy Brain Tumor Center, and central in its ability to cure brain cancer within the decade.

The Ivy Brain Tumor Center is home to the largest collection of Phase 0 trials for brain tumors in the world. Its multidisciplinary team of brain tumor specialists and scientists are accelerating drug discovery and precision medicine in neuro-oncology to identify the most promising first-in-class therapies for brain tumor patients. Established by an investment from the Ben & Catherine Ivy Foundation in partnership with the Barrow Neurological Foundation totaling \$101 million, this investment represents the largest single research grant in the history of brain tumor research, worldwide. Ivy Brain Tumor Center's research program is singularly focused on discovering new therapies for brain tumor patients through a broad portfolio of pharmacodynamic- and pharmacokinetic-driven clinical trials, combining industry-partnered drug development with the nation's largest operative brain tumor volume.

The Ivy Brain Tumor Center's central strategy is to introduce patients to novel treatment paradigms, identify combined-agent strategies that sidestep brain tumor resistance mechanisms, and validate the utility of promising new regimens using randomized controlled clinical trials. Taken together, these innovative efforts in clinical trial design, expansive roster of new experimental agents, and access to the nation's largest brain tumor patient population positions the Ivy Brain Tumor Center to redefine drug development for patients with brain tumors.

Barrow Neurological Foundation is an international leader in the treatment, research, and education of brain and spinal diseases, conditions, and injuries. Barrow consistently ranks as a top center for neurology and neurosurgery in the *U.S. News & World Report* rankings of best hospitals. It also is the only hospital in the nation which is presently triple certified by the Joint Commission in Traumatic Brain Injury, Spinal Cord Injury, and Stroke. Barrow Neurological Institute is a division of St. Joseph's Hospital & Medical Center which is owned and operated by Dignity Health. Dignity Health is made up of more than 60,000 caregivers and staff who strive to deliver excellent care to diverse communities in 21 states. Dignity Health is the fifth largest health system in the United States and is owned by CommonSpirit which has over 700 care centers spanning 21 states. Barrow Neurological Foundation's mission is simple: to be the catalyst of its donors' passion for transformation by providing the resources for Barrow Neurological Institute to achieve its mission of saving human lives through innovative treatment, groundbreaking curative research, and educating the next generation of the world's leading neuro clinicians. It provides philanthropic support of Barrow Neurological Institute at St. Joseph's Hospital and Medical Center, located in the heart of Phoenix, Arizona.

## REPORTING RELATIONSHIPS

The Senior Director of Philanthropy will report to Barrow Neurological Foundation President, Katie Cobb.

### FROM THE PRESIDENT, BARROW NEUROLOGICAL FOUNDATION

*The Barrow Neurological Institute's Ivy Brain Tumor Center is a non-conventional, non-profit research program offering state-of-the-art clinical trials for patients with the most aggressive form of brain cancer. It is home to the largest collection of Phase 0 trials for brain tumors in the world. Each team member brings a unique set of skills and capabilities that helps make Ivy a leading research facility for discovery and innovation. This is a community dedicated to accelerating drug development and precision medicine in neuro-oncology and the Barrow Neurological Foundation is honored to support this effort.*

*The day-to-day interactions with patients, caregivers, and each other are grounded in transparency: their conversations are always two-way, and the labs are open to ensure efficient collaboration across all researchers. While they take incredible risks every day, the potential reward for patients is high. Everyone at Barrow and the Ivy Center are passionate about identifying and accelerating treatments that will make a meaningful difference in patients' lives. Here, the innovation never stops—they are open 24/7. At the Ivy Brain Tumor Center, their resilience and determination brought them to where they are today. Now, they are focused on even more progress—not process—so they can quickly bring promising therapies to patients battling brain tumors around the world. Because, for the team at the Ivy Brain Tumor Center and Barrow, this work is personal.*

—Katie Cobb, President, Barrow Neurological Foundation

### PRIMARY RESPONSIBILITIES

The Senior Director of Philanthropy will

- develop an overall philanthropic strategy for Ivy Brain Tumor Center that yields significant funding against the goals of the Founder and Director including closing four to six gifts at \$1 million and above generating a minimum of \$6 million in revenue annually;
- solicit 20 or more principal gifts and manage a pipeline of 50 or more qualified prospects while qualifying 10 new prospects each year;
- identify all prospects within the database with the capacity to donate \$1 million or more;
- effectively move a portfolio of prospects through the complete giving cycle of validation, engagement, cultivation, solicitation, gift negotiation, and stewardship;
- develop a solicitation plan for each prospect and migrate and qualify new prospects through the cultivation process;
- integrate and collaborate closely with physicians, researchers, administrators, and staff at Ivy Brain Tumor Center to both understand critical funding needs and, in turn, translate those needs into compelling narratives that attract the proper funding;
- develop background materials and profiles for prospects and create briefing docs in anticipation of working with prospects through the cultivation process;
- meet with the Barrow Neurological Foundation President to determine best strategies for cultivation including the use of internal and external contacts;
- utilize the CRM system to track and cultivate donors and prospects;
- identify and share best practices from other health systems on their principal gift program, especially stewardship activities with \$1 million plus donors;
- conceptualize events to steward and cultivate principal gift prospects;

- conceptualize communication strategies helpful in qualifying, cultivating, and stewarding principal gift prospects;
- manage the ongoing relationship and stewardship of major donors including the proper execution of pledge programs, reporting and tracking of progress in alignment with the donor’s intent;
- review, revise, and submit budgets for all activities and work closely with the Vice President of Operations to forecast pipeline revenue on a monthly basis; and,
- work closely with the Manager of Prospect Management to plan, track, and report the progress of all prospects through the cultivation cycle.

## **LEADERSHIP**

### **Katie Cobb**

#### **President, Barrow Neurological Foundation**

Katie Cobb, named one of Arizona's top 50 women in business and one of 48 of Arizona's Most Intriguing Women through the Arizona Centennial Legacy Initiative for her impact in her community, excels at connecting organizations and leaders with stakeholders to drive engagement, profitability and growth. With over 20 years of experience in fundraising, media, marketing, public affairs, and community relations, Cobb is an innovative change agent capable of making significant impact through work.

Since joining BNF as its President, Cobb has led a comprehensive transformation of the Barrow Neurological Foundation resulting in the organization becoming the leading fundraiser in the entire CommonSpirit/DignityHealth system and Common Spirit's 2020 Foundation of the Year besting over 80 other foundations within the philanthropic organization. She closed the largest philanthropic gift (\$25 million) to a neuroscience/brain tumor center in the country and the largest gift for the Dignity Health system in its history. Cobb consequently established a wholly owned LLC under BNF governance with the goal of curing brain cancer within 10 years. This was followed with an additional \$38 million gift in 2020 to contract a new worldwide research headquarters for the center. Also, Cobb cultivated a \$21 million gift establishing a groundbreaking educational endowment for international education and outreach and undergraduate research programs. In addition, she managed an effective capital raise for the new \$43 million Barrow Neuroplex building.

Prior to Barrow Neurological Foundation, Cobb was the Senior Vice President for Advancement for Great Hearts Academies and Executive Vice President and Chief Operating Officer for The Phoenix Symphony.

Cobb began her career as Deputy Press Secretary for Arizona Governor Fife Symington, then moved on to join the New York launch team of “America’s Talking,” the cable network that would ultimately evolve into MSNBC as a senior producer. Cobb then accepted a position to open the Los Angeles bureau of Fox News Channel and then moved back to Arizona as a managing partner with Actual Media, a strategic communications, media and marketing political consulting firm.

Recognized throughout the Phoenix community as a change agent capable of making significant impact through her work, Cobb currently is the Chairman of the Board of Trustees at Xavier College Preparatory, was honored by being named a Virginia G. Piper Fellow, was appointed by Governor Jan Brewer to the Governor’s Tourism Advisory Council, served as a member of the Board of Directors of the Phoenix Symphony and is a Rocky Mountain Emmy Award winner.

A graduate of Loyola Marymount University, Cobb devotes her talents to numerous charitable and educational endeavors and is a passionate advocate for military veterans, education and the arts in Arizona.

**Michael Lawton, MD****President and CEO, Barrow Neurological Institute**

Michael T. Lawton, MD, is the President and CEO of Barrow Neurological Institute and the Chair of the Department of Neurosurgery. He is board certified by the American Board of Neurological Surgery.

Dr. Lawton's neurosurgical expertise includes cerebrovascular disorders (aneurysms, arteriovenous malformations, cavernous malformations, and stroke) and skull base tumors. He has experience in treating more than 5,050 brain aneurysms, 970 AVMs, and 1,000 cavernous malformations, including more than 250 in the brain stem and other highly delicate areas of the brain. He is a member of the American Association of Neurological Surgeons, Congress of Neurological Surgeons, Society of Neurological Surgeons, American Academy of Neurological Surgery, and World Academy of Neurological Surgery.

Dr. Lawton received a degree in biomedical engineering from Brown University and his medical degree from Johns Hopkins University School of Medicine. He completed his neurosurgery residency at Barrow, where he also completed a fellowship in cerebrovascular and skull base surgery. After joining the faculty at University of California, San Francisco, he later completed a fellowship in endovascular surgery there.

Dr. Lawton's research studies the formation, underlying genetics, and rupture of brain AVMs, as well as the hemodynamics, rupture, and computational modeling of brain aneurysms. His clinical research studies the anatomy of microsurgical approaches and clinical outcomes of microsurgery for aneurysms, AVMs, and bypass surgery. He is the principal investigator for the Brain Vascular Malformation Consortium, a NIH-funded multicenter group studying the genetics and clinical course of rare vascular diseases of the brain. He has published more than 700 peer-reviewed articles, six single-author textbooks, and more than 100 book chapters.

Knowing neurosurgical education must continue during the pandemic, Dr. Lawton launched *Seven Series*, a series collection of narrated case studies with histories, imaging studies, and illustrations from the Barrow Neuroscience Publications animation studio. He also initiated *Barrow Base Camp*, a series of videos capturing resident teaching rounds to help neurosurgeons sharpen their skills.

Dr. Lawton co-founded Mission: BRAIN, a teaching mission to raise the level of neurosurgery practiced in developing countries that conducts annual missions in Mexico and Asia.

**Nader Sanai, MD****Chief Scientific Officer and Director, Ivy Brain Tumor Center**

Dr. Nader Sanai is an internationally recognized neurosurgical oncologist with clinical and research expertise in the treatment of all brain tumors. As a practicing neurosurgeon, his specialty clinical practice is devoted entirely to patients with tumors of the brain and spine, including those in high-risk areas. He also has extensive experience using intraoperative mapping techniques to maximize tumor removal while preserving crucial structures controlling motor and language function. Gliomas, meningiomas, metastatic tumors, and complex tumors of the skull base are just some of the tumor types he routinely treats using both operative and radiosurgery techniques. As the Southwest's busiest neurosurgical oncologist, with over 3000 brain tumor surgeries performed since 2010, Dr. Sanai has one of the largest experiences in the world. Among various career accolades, Dr. Sanai was recently elected to the American Academy of Neurological Surgeons, the most respected academic organization in neurosurgery.

To date, Dr. Sanai has published over 200 peer-reviewed research manuscripts and delivered over 200 national and international lectures on brain tumor research. Collectively, Dr. Sanai's published research has led to over 15,000 total citations and an H-index of 45—one of the highest for an academic neurosurgeon in the United States. As the Director of the Ivy Brain Tumor Center, Dr. Sanai oversees all translational brain tumor research at the Barrow Neurological Institute, located within the Dignity Health St. Joseph's Hospital & Medical Center in Phoenix, Arizona. At the Ivy Center, Dr. Sanai serves as the

Principal Investigator of the Laboratory for Stem Cell Neuro-Oncology, which is funded by over a dozen external granting agencies, including the National Institutes of Health (NIH). Dr. Sanai is one of only a handful of neurosurgeons in the United States to have served as principal investigator of multiple NIH R01 grants.

Dr. Sanai is the principal architect of the Ivy Center's highly innovative and world-renowned Phase 0 clinical trials program. Together with a multidisciplinary team of scientists, clinicians, and nurses, Dr. Sanai specializes in identifying new, first-in-class therapeutic agents that match the individual biologies of brain tumor patients. The Ivy Center's precision medicine program is the first of its kind in neuro-oncology and reflects Dr. Sanai's commitment to pushing the envelope for brain tumor patients around the world.

### **Catherine Ivy**

#### **Founder and Board President, Ben and Catherine Ivy Foundation**

In the summer of 2005, Catherine Ivy and her husband Ben were on vacation when Ben started to complain that his thumb was going numb. Shortly after their trip, Ben went to get what he thought was a pinched nerve examined, only to discover he had an aggressive form of brain cancer called glioblastoma multiforme. On Thanksgiving Day, just four months later, Catherine Ivy lost her husband and found herself defeated by a disease that didn't seem to have a cure in sight. Instead of being consumed by her grief, just a few months after Ben's passing, Ivy changed the mission of their recently established Foundation to find a cure for brain cancer so that others wouldn't have to suffer the same fate.

Since the inception of the Ben & Catherine Ivy Foundation, Catherine Ivy has become a trailblazer within the medical community. In 2014, she was honored by the Translational Genomics Research Institute (TGen) with the John S. McCain Leadership Award, which recognizes leadership and dedication making a significant impact in the fight against disease and helping patients worldwide. Ivy has also been instrumental in finding ways to bring major institutional collaborators together to fight brain cancer and she has been honored by a variety of her partners for the Foundation's investment in finding a cure.

Without Ivy's pioneering leadership, compassion, and perseverance the industry-leading and live-saving work at the Ivy Brain Tumor Center would not be possible. She is not only the reason the needle is moving forward on brain cancer research, but she is the reason why millions of people across the world impacted by brain cancer are finding a sense of hope.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Barrow Neurological Foundation seeks a Senior Director of Philanthropy with

- a commitment to the mission of Barrow Neurological Foundation—to advance the knowledge and practice of medicine in neuroscience through basic and clinical research, education of medical professionals, and innovation in clinical techniques and technology;
- a passion for non-profit organizations and experience aligning their individual and group-managed efforts with the mission of the organization;
- a track record of qualifying, cultivating, and soliciting high level prospects and consistently closing gifts with significant institutional impact;
- experience creating, managing, and delivering on moves management plans that yield demonstrable, measurable results;
- experience working with national profile fundraising activities while reaching prospects from a broad geographic base;
- a passion for, and experience with, large and impactful initiatives that have had the potential for impacting society as a whole;

- an ability to develop strong personal relationships with key donors, enabling these donors to achieve their philanthropic goals while aligning those goals with the goals of the Ivy Brain Tumor Center;
- the capacity to build strong internal relationships with the clinical staff of the Ivy Brain Tumor Center and to leverage their experience and influence to close gifts and gain alignment with the founder;
- an ability to communicate clearly, concisely, and professionally both orally and in writing, with excellent interpersonal skills and a history of working with multiple constituencies to build consensus and cooperation;
- an ability to manage several projects simultaneously, prioritize and plan work activities while meeting respective deadlines with strong organizational and time-management skills;
- creative problem-solving skills and an ability to evaluate, interpret, and present complex information effectively in documents and presentations;
- experience working with board members, volunteers, donors, and other external constituencies; and
- proficiency in the use of CRM database products.

A bachelor's degree is required for this position (a combination of education and/or additional job-related experience may be substituted in lieu of the degree) as is at least seven years of non-profit fundraising experience.

#### **SALARY & BENEFITS**

Barrow Neurological Foundation offers a competitive salary and comprehensive benefits including medical, dental, and vision insurance (no premium for employee benefits); flexible spending accounts; matching 403(b) retirement program; fully funded pension plan; paid time off (PTO); tuition reimbursement; employee assistance program (EAP); employee life insurance; and annual performance bonus.

#### **LOCATION**

This position is located in Phoenix, Arizona. Financial relocation assistance to the Phoenix area may be considered.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Barrow Neurological Foundation 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.

*To apply for this position, visit:*

*[Senior Director of Philanthropy, Barrow Neurological Foundation.](#)*

*To nominate a candidate, please contact Gregory Leet, [gregoryleet@aspenleadershipgroup.com](mailto:gregoryleet@aspenleadershipgroup.com) or Steven Wallace, [stevenwallace@aspenleadershipgroup.com](mailto:stevenwallace@aspenleadershipgroup.com).*

*All inquiries will be held in confidence*