

ASPEN LEADERSHIP GROUP

**DIRECTOR OF MAJOR GIFTS
POMONA COLLEGE
Claremont, California
[Pomona College](#)**



The Aspen Leadership Group is proud to partner with Pomona College in the search for a Director of Major Gifts.

The Director of Major Gifts will provide leadership, set strategic direction for the department, and be charged with generating new revenue for Pomona College for annual fundraising, and in preparation for the most aspirational, comprehensive capital campaign in the history of the College. The Director will be a critical leader in the building and growth of a sustainable donor pipeline while strengthening opportunities for securing major and principal gifts, managing a personal portfolio of prospects, and leading a high-performing and data-driven major gifts team to support a successful multi-year campaign. The Director will be an inspiring fundraising leader and advocate for the value of a liberal arts education and will support the college's senior leadership in launching campus initiatives and promoting a donor-centric model of sustained fundraising.

Established in 1887, Pomona College is a private liberal arts college that offers a comprehensive curriculum, with 48 majors in the arts, humanities, social sciences, and natural sciences. One of the premier liberal arts colleges in the nation, Pomona is a close-knit and diverse community of accomplished scholars, scientists, entrepreneurs, and artists who are passionate about making a difference in the world. There are approximately 1,477 students who come to Pomona from 61 nations and 49 states, as well as the District of Columbia, Guam, and Puerto Rico.

With a student-faculty ratio of 8 to 1, Pomona students work closely with their professors in the classroom, in the lab, and in the field. And its location—within an hour of Los Angeles and the mountains, desert, and beaches—provides countless opportunities for field study, research, and internships.

Almost all students live in one of 14 residence halls on Pomona's 140-acre campus. As the founding member of The Claremont Colleges, a unique consortium of seven colleges and graduate schools, Pomona offers both the advantages of a small liberal arts college and the resources of a large university. Pomona College admits domestic applicants regardless of their ability to pay and then meets the full demonstrated need of all admitted students. Fifty-five percent of students receive financial aid.

REPORTING RELATIONSHIPS

The Director of Major Gifts will report to the Assistant Vice President for Development, Dr. Salvador Rivas. The Director of Major Gifts will manage a current team of four major gift officers and an administrative assistant.

FROM THE ASSISTANT VICE PRESIDENT

Pomona College is one of the most highly regarded liberal arts colleges in the world. Throughout its history, the college has educated students of exceptional promise. As we enter this new decade, the college is preparing for the most aspirational and comprehensive campaign in its history. We look forward to hiring a dynamic and proven industry leader as Director of Major Gifts – one who will create sustainable levels of giving during the campaign and beyond. The Director will have the opportunity to set the direction and provide executive oversight of our Major Gifts department. The successful candidate will be able to enhance their management skills, budget oversight experience, and work with a committed leadership team. I hope you will join us in our historic journey.

–Dr. Salvador Rivas, Assistant Vice President for Development

DIVERSITY, EQUITY, AND INCLUSION

Pomona College is committed to advancing the diversity of its community. Its campus, like many others across the nation, is navigating a critical turning point on issues of diversity and inclusivity. As a globally recognized institution in Southern California—a region at the forefront of diversity, openness and innovation—it must lead the way.

A diverse student body and curriculum gives Pomona students unique and important opportunities for intellectual, emotional, and ethical growth. It provides them with the necessary tools to face the challenges of today's world—political divisiveness, social upheaval, and structural inequities— creatively and to build communities and organizations that are open, vibrant, and diverse.

Education is an important mechanism for addressing historical injustices and for grappling with contemporary inequities. Placing diversity at the center of the college's educational mission means providing leadership in social change and modeling what such change looks like.

Pomona's students come from all 50 states (as well as the District of Columbia, Guam and Puerto Rico) and 59 countries outside of the United States. Half identify as domestic students of color and more than 17% are in the first generation of their family to attend a four-year college or university.

Pomona believes numbers alone do not indicate success in achieving a dynamically diverse community. The college places great importance on providing resources and energy toward enhancing a campus culture in which all students, faculty, and staff feel welcome and supported.

It is not only an ethical, but also a financial commitment. The President's Advisory Council on Diversity (PACD) developed the 2015 strategic plan on diversity, [*Lighting the Path to 2025: A Vision for Diversity*](#).

PRIMARY RESPONSIBILITIES

The Director of Major Gifts will

- manage and mentor major gift officers towards the achievement of annual and campaign fundraising goals;
- manage a portfolio of 125 prospects, setting a personal example of frontline fundraising success for the team;
- personally identify, qualify, cultivate, solicit, and steward a select portfolio of high-level donors and prospects;
- develop a comprehensive fundraising plan while setting aspirational goals for direct reports;
- collaborate with colleagues across the college to explore ways to enhance fundraising efforts at the college and beyond, including the formulation of creative cultivation plans, successful solicitation strategies, and effective stewardship efforts that maximize the lifetime engagement and support of the college's mission;
- build strong personal and professional relationships with the entire Pomona College community, including alumni, parents, faculty, staff, and volunteers, and work to understand and maintain an in-depth knowledge of Pomona programs;
- implement performance metrics that encourage the highest level of performance;
- rely on past experience in the field and remain current with evolving trends in philanthropy;
- develop strong data-informed methods for decision-making and the timely evaluation of program performance and forecasting;
- systematize the collection of critical data on prospect management and provide regular updating of data and metrics;
- further the development of comprehensive cultivation strategies for prospects and improvements to the donor engagement process;
- coordinate with Gift Planning on expanding legacy gift cultivation and blended-gift solicitations in coordination with officers;
- in coordination with the Assistant Vice President and Office of Research, Relationship Management and Analytics, actively manage major gift officer portfolio activity, optimization and overall performance metrics;
- develop strategies to maximize the retention of existing donors;
- work with the Assistant Vice President to efficiently manage gift visits by campus leadership;
- in conjunction with the Assistant Vice President, assist gift officers in creating proposals and prioritizing solicitations;
- oversee the department operating budget, prepare budget requests, and monitor expenditures throughout the fiscal year;
- ensure that direct reports have a sense of responsibility and ownership for the successful outcome of the organization; and
- maintain a leadership style that is open and fluid, and capable of inspiring, empowering, and motivating staff.

KEY COLLEAGUES



Maria Watson
Vice President for Advancement

Maria Watson joined Pomona College in 2020 as Vice President for Advancement. As an Executive Officer of the College and reporting directly to the President, Watson oversees Pomona's development, principal and major gifts, gift planning, alumni and parent engagement, advancement services, and advancement communications and events teams. The team of nearly 60 staff raises over \$40 million per year and is currently preparing for the most ambitious campaign in Pomona's history to support the mission of one of the leading liberal arts colleges in the country.

Watson was previously Associate Vice President for Development at the University of Southern California (USC), where she set strategic direction for major gift, regional, and school/unit fundraising initiatives to realize the university's historic \$7.2 billion campaign, "Fas Regna Trojae." She was promoted to AVP of Development in 2014 after her successful tenure building philanthropic support for the university throughout the Northeast as the inaugural director of USC's New York Advancement office since 2011.

Watson brings 25 years of experience in the non-profit sector in fundraising, marketing, and public relations. Prior to the University of Southern California, she served as the Chief Development Officer for WFUV Public Radio, Fordham University in New York. During the course of her career, Watson has also held a number of senior positions in management, marketing, and fundraising in performing arts organizations, including Lincoln Center, New World Symphony, and Brooklyn Philharmonic. She spent seven years in marketing, ultimately as Director of Marketing and Communications for The Chamber Music Society of Lincoln Center. Her career began with the National Endowment for the Arts and Congressional Arts Caucus in Washington, DC.

A native New Yorker, Watson earned a bachelor of musical arts degree from the University of Michigan in Ann Arbor on merit scholarship. She and her husband David live in Claremont. An avid motorcyclist, she is a proud Ducatista on the street and track, and has taken up the futile pursuit of speeding on a race track.



Dr. Salvador Rivas
Assistant Vice President for Development

Dr. Salvador Rivas joined Pomona College in 2020 as Assistant Vice President for Development, reporting directly to the Vice President for Advancement. He provides strategic leadership to successfully generate new revenue from major gifts, leadership and reunion giving, parents and family giving, and foundation and corporate relations to achieve Pomona's annual and campaign goals. Rivas is Advancement's primary liaison to the Dean's office

Rivas was previously the Senior Executive Director for Campaign Initiatives at the University of California, Irvine, where he was part of the leadership team and set strategic direction for the School of the Arts and the Institute and Museum for California Art. Prior to joining UCI, he was part of the corporate and foundation relations team at the USC Dornsife College of Letters, Arts and Sciences at the University of Southern California (USC).

Rivas brings 15 years of experience fundraising at research universities in Southern California. He received his B.A. from California Polytechnic State University (San Luis Obispo), M.A. from the University of San

Diego, and Ed.D. in college administration from the University of Southern California where he was a research member at the USC Center for Urban Education.

He lives with his wife and two daughters in El Segundo. They enjoy hiking the Los Angeles County trails, beach outings, and visiting museums.



Linda Mazur '81

Assistant Vice President, Gift Planning

Linda Mazur serves Pomona College as Assistant Vice President for Gift Planning. Reporting directly to the Vice President for Advancement, Mazur provides vision for and leadership of the team that implements the college's comprehensive gift planning program. Building on the longstanding success of the *Pomona Plan*, the college's pioneering annuity and trust program, the gift planning office also provides service-oriented fundraising support for college leaders and across Advancement, with technical expertise in helping alumni, family, and friends maximize their giving to the college through tax-advantaged gift planning vehicles and other methods.

Before coming to Pomona in 2010, Mazur practiced law in Beverly Hills for more than 15 years helping clients with estate planning, trust, and probate matters. During that time, she served as President of the Beverly Hills Bar Association, where she had previously chaired the *Probate, Trust, and Estate Planning Section*. She graduated from UCLA School of Law.

Mazur came to California from Florida to attend Pomona College. She majored in English and as a student participated in the choir, band, and dance and drama productions. She also spent a memorable semester abroad on a field tutorial in Berlin.

She lives in Valley Village with her husband Steve, their children David and Laura, and family dogs Syd and Winston. She has served as a Trustee of Oakwood School, the K-12 independent school from which David and Laura graduated.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Pomona College seeks a Director of Major Gifts with

- management experience and the ability to facilitate a healthy team-environment that inspires employees toward excellence and lead by example;
- an ability to successfully qualify, cultivate, solicit, and steward gifts of six- and seven-figures or more from individuals;
- a high level of comfort and confidence working with high-net-worth individuals, domestically and internationally;
- knowledge of top-tier development programs and successful fundraising practices;
- exceptional interpersonal and communication skills, a passion for the liberal arts, and a high degree of professionalism and integrity, cultural competency, and sensitivity;
- an ability to set objectives and performance standards, provide constructive feedback, and achieve established program goals;
- an ability to work effectively in a complex institutional setting and develop and sustain productive and effective relationships with donors, faculty, colleagues, and senior management;
- enthusiasm, self-confidence, optimism, personal resilience, and the ability to function at peak levels in a high expectation environment;

- excellent written and oral communication skills including clarity, crispness, and elegance in writing and speaking;
- an ability to handle activities and highly confidential information with patience, discretion, good judgment, courtesy, and tact while working with people from a wide variety of backgrounds; and
- an ability to successfully utilize organizational and time management skills to complete work with accuracy and a keen attention to detail.

A bachelor's degree is required for this position as is seven years of advancement experience with increasing leadership responsibilities in the area of major gift fundraising. Experience working on a comprehensive, large-scale capital campaign within a higher education setting is a plus.

SALARY & BENEFITS

Pomona College offers a competitive and comprehensive salary and package of employee benefits.

LOCATION

Pomona College is located in Claremont, California, 35 miles east of downtown Los Angeles. Claremont, the "City of Trees" is a residential community of 35,000 near the foothills of the San Gabriel Mountains. Claremont consistently ranks among the best places to live, in both California and the nation.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Pomona College—to educate students of exceptional promise and to guide their contributions as the next generation of leaders, scholars, artists, and engaged members of society to fulfill the vision of the college's founders: to bear their added riches in trust for all.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Director of Major Gifts, Pomona College.](#)

To nominate a candidate, please contact Gregory Leet:

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)

All inquiries will be held in confidence.