

ASPEN LEADERSHIP GROUP

DIRECTOR OF ADVANCEMENT, PHYSICAL MEDICINE AND REHABILITATION [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, Physical Medicine and Rehabilitation.

The Director of Advancement will direct all development activities and events associated with the solicitation of donations from individuals, corporations, and foundations in support of clinical, education, and research priorities with a focus on Physical Medicine and Rehabilitation and the Craig H. Neilson Rehabilitation Hospital, working with and directed by the Senior Director of Development for Internal Medicine. The Director will direct and coordinate efforts to solicit and secure gifts of various amounts including gifts of significant value and developing, planning, and coordinating the major gift and annual giving programs. The Director will build a robust community of philanthropic support by engaging and involving physician and researcher 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 MBA 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 (*US 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.

REPORTING RELATIONSHIPS

The Director of Advancement, Physical Medicine and Rehabilitation will report to the Senior Director of Advancement for Internal Medicine, Brian Davis.

FROM THE SENIOR DIRECTOR OF ADVANCEMENT

Salt Lake City is a strong blend of work and play. The urban outdoor interface is unparalleled. Many people come to Utah to fully enjoy this lifestyle. As an example, I would like to introduce you to Brian McKenna.

As an outdoor enthusiast, Brian was introduced to Utah while skiing in Jackson, WY. A stranger encouraged him to come to Utah 'because the skiing is better.' Brian decided to extend his trip by a few days. Here, he was hooked. He loved the skiing but was also excited about the hiking, mountain biking, and climbing. He immediately moved to Utah for a complete change of lifestyle where he could thoroughly enjoy the many amenities available to him. Unfortunately, in 2015, Brian was involved in a horrific mountain bike crash resulting in a complex spinal cord injury—rendering him quadriplegic.

Brian was undeterred. Despite his injury, he dreamed of one day being able to ski again. Thankfully his physician, Dr. Jeff Rosenbluth, was in the process of creating an adaptive ski where actuators are controlled by sip-and-puff technology. The Tetraski is the only ski in the world that allows people with complex spinal cord injuries the freedom to ski under their own control. Brian helped pioneer this technology which is now benefiting people around the world. Earlier this year, University of Utah Health hosted the inaugural Brian McKenna Tetraski Express ski race. Nearly 30 athletes with complex spinal injuries from across the country came to Utah to compete in speed trials against one another.

I have worked at the University of Utah for about 10 years. I can honestly say participating in the Tetraski Express was the most inspirational thing I have helped with. We had two athletes participate while on ventilators, yet they were independent and free. Too often, after a substantial injury, we think people become limited. The programs in the Department of Physical Medicine and Rehabilitation are redefining life after injury. Since the advent of the Tetraski, Dr. Rosenbluth and his lab have pioneered other adaptive equipment and now have year-long outdoor programming around biking, watersports, shooting, etc.

Dr. Rosenbluth's work is only one example of the incredible work taking place in the Department of Physical Medicine and Rehabilitation. This position will work directly with faculty and leadership to establish and execute a strategic fundraising plan designed to support these meaningful programs. More importantly, the Director of Advancement will work with inspirational patients, like Brian, and their families to help grow these important programs. This integrated position is at the cutting-edge of research and technology.

Thank you in advance for your interest in this unique role. I hope that we can discuss this opportunity further.



—Brian Davis, Senior Director of Advancement for Internal Medicine

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 (EDI). 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 EDI 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, Physical Medicine and Rehabilitation will

- in consultation with the Senior Director of Advancement for Internal Medicine and department leadership, establish the vision and priorities for impactful, multi-disciplinary initiatives and 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 increased alumni engagement;
- develop a strong working knowledge of the Department of Physical Medicine and Rehabilitation and the Craig H. Neilson Rehabilitation Hospital, 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 with an emphasis on identifying and soliciting major gifts;
- plan, implement, and manage a major gift fundraising program by working closely with the Senior Director of Advancement for Internal Medicine to establish major gift and annual fundraising goals based upon the assessment of a qualified donor portfolio and defined priorities by
 - 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;
 - arranging on-site and off-site regional meetings and cultivation recognition events such as chair and laboratory dedications, cultivation, and stewardship visits to major gift donors and prospects;
 - communicating with and visiting major prospects and donors;
 - working with the Director of Planned Giving to provide information on specific devices and trainings for giving, both current and deferred, to maximize gift and tax benefits;
 - directing the preparation of leadership, principal, and major gift proposals, solicitation, 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 volunteer advisory boards;
 - providing education and training to faculty and volunteers about the dynamics of major gift fundraising; 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 Internal Medicine, the Senior Executive Director, Chief Philanthropy Officer, department leadership, and other senior leaders who are actively involved with pending and outstanding solicitations;
- work with leadership and advancement staff to ensure endowment and contact reports are completed on time and research any questions related to the reports; and
- work collaboratively with the university's academic fundraising team and other university fundraising professionals to support donors whose philanthropic interests span research, education, and health care.

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 CEO 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 UF 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 UF College of Medicine faculty in 1988. In his 30 years on the faculty, Dr. Good has held numerous leadership positions at UF 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.

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 \$300 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.

Brian Davis

Senior Director of Advancement for Internal Medicine

Brian Davis was recruited to the University of Utah from private industry in 2013. Prior to coming to the University of Utah, Davis worked for a subsidiary of a global mining company for eight years. While there, he had many roles including internal and external communications, community relations, and legislative relations. At the time he left, Davis was responsible for the community giving program and foundation where he managed an annual budget of \$4 million. At the University of Utah, Davis was recruited to be the Director of Advancement the Department of Internal Medicine. For nearly 10 years, he has grown

annual fundraising for the department substantially. Currently, Davis oversees fundraising staff in dermatology, physical medicine and rehabilitation, and the Center of Genomic Medicine. Davis's portfolio includes the Department of Internal Medicine, Department of Pediatrics, the Driving Out Diabetes Initiative, and University of Utah Hospital.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The University of Utah and University of Utah Health seek a Director of Advancement, Physical Medicine and Rehabilitation 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.

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

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

All inquiries will be held in confidence