



DIRECTOR OF DEVELOPMENT
CEDARS-SINAI
Los Angeles, California
[Cedars-Sinai](#)



The Aspen Leadership Group is proud to partner with Cedars-Sinai in the search for a Director of Development.

The Director of Development will establish goals and create strategies and objectives to drive philanthropy and activities that reflect the priorities of Cedars-Sinai. The Director will drive change by securing major gifts in support of Cedars-Sinai and achieve short-term and long-term goals for various programs and activities in support of the priorities and programs of Cedars-Sinai. The Director will create, coach, and drive strategies for successes, opportunities, and challenges, and report on and make recommendations in accordance with the overall portfolio of oversight. The Director will design and implement strategic development plans that represents the organization's priorities, and will use available data to identify prospective donors, cultivate individuals in the prospect pool, maintain a well-designed and documented prospect portfolio, and participate in gift solicitations. The Director will oversee program management for programs in scope and will also provide leadership, guidance, and supervision to a team of professional and support staff towards the accomplishment of campaign fundraising goals. The Director will maintain a high volume of significant donor relationships, meaningful contacts, and solicitations. The Director will work with a defined portfolio of donors, prospects, and selected leaders and/or faculty to advance the mission of the organization.

Cedars-Sinai is a nonprofit academic healthcare organization serving the diverse Los Angeles community and beyond. With pioneering medical research achievements, education programs defining the future of healthcare, and wide-ranging community benefit activities, Cedars-Sinai is setting new standards for quality and innovation in patient care. Cedars-Sinai serves more than 1 million people each year in over 40 locations, with more than 4,500 physicians and nurses and 1,500 research projects in motion.

Cedars-Sinai is committed to improving the health status of the communities it serves through leadership and excellence in delivering quality healthcare services; expanding the horizons of medical knowledge through biomedical research; educating and training physicians and other healthcare professionals; and striving to improve the health status of the community. Quality patient care is its priority. Providing excellent clinical and service quality, offering compassionate care, and supporting research and medical education are essential to its mission. This mission is founded in the ethical and cultural precepts of the Judaic tradition, which inspire devotion to the art and science of healing and to the care Cedars-Sinai gives its patients and staff.

The measure of Cedars-Sinai's success is reflected in patient satisfaction scores, increasing clinical performance initiatives, excellent medical outcomes, ongoing research and academic programs, and national designations and awards. Cedars-Sinai is ranked nationally in 12 specialties and has been named to the "Honor Roll" in *U.S. News & World Report* "Best Hospitals 2019-20." For the 20th year in a

row, Cedars-Sinai has won NRC Health's Consumer Choice Award, Southern California's "gold" standard in healthcare information, for providing the highest-quality medical care in the Los Angeles region based on a survey of area households. Cedars-Sinai has been awarded Healthgrades's America's 50 Best Hospitals for the third year in a row, ranking among the top 1% in the nation for consistent clinical quality. Cedars-Sinai Medical Group and Cedars-Sinai Health Associates, independent physician associations, both ranked among the top 10 physician groups in Southern California by Integrated Health Care Associates, a California leadership group of health plans, physician groups, and health systems. Cedars-Sinai has received its fourth consecutive Magnet® designation for nursing excellence from the American Nurses Credentialing Center, becoming the hospital with the longest-running Magnet designation in California. BlackDoctor.org cited Cedars-Sinai for its strong commitment in promoting equity and inclusion in the health system's operations, programs, services and staffing. The honor recognizes Cedars-Sinai's ongoing commitment to build and sustain excellence in its diverse academic and medical community.

REPORTING RELATIONSHIPS

The Director of Development will report to the Executive Director, Constituent Relations Meredith Shikora.

PRINCIPAL OPPORTUNITIES

At Cedars-Sinai, we believe that every donor has the power to make a lasting impact. Together, our donors help us build toward a future that solves the most complex challenges in medicine. Our mission as a nonprofit academic healthcare organization is to serve the diverse Los Angeles community and beyond. The Director of Development will play a leading role in generating philanthropic support from current and prospective donors who have given to various programs and projects at Cedars-Sinai throughout the years, determining their key areas of interest. This commitment will pioneer life-saving medical research and offer education programs for decades to come – ultimately defining the future of healthcare. Cedars-Sinai takes deep pride in our partnership with our community of supporters. None of our vital work – in patient care, biomedical research, medical education, and community services – would be possible without the financial support and caring involvement of philanthropic partners that this role will cultivate.

–Meredith Shikora, Executive Director, Constituent Relations

PRIMARY RESPONSIBILITIES

The Director of Development will

- be responsible for the vision and strategic development of customized strategies to identify and cultivate prospects for the purpose of converting them into donors, volunteers, and advocates of Cedars-Sinai;
- plan, organize, and direct fundraising campaign priorities;
- serve as an expert or lead development professional in Cedars-Sinai programs;
- manage existing and ongoing giving programs and operations, including aspects of planning, gift acknowledgment, gift stewardship, and accounting;
- evaluate solicitation programs and make recommendations for improvement;
- recruit, train, mentor, and supervise gift officers in advancement efforts;
- generate written gift solicitation proposals to prospective high net worth donors;

- conceptualize, develop, and execute effective strategies to practice moves management and increase fundraising results;
- plan, develop, and manage relationships with major gift prospects and maintain a well-designed and documented prospect portfolio;
- provide recommendations and assist in executing effective strategies to practice moves management and increase fundraising results;
- as an effective player coach, maintain a high volume of significant donor relationships, meaningful contacts, and solicitations;
- represent Cedars-Sinai with external constituents;
- ensure practices and procedures are inclusive of interpersonal and cultural diversity;
- cultivate and maintain strong customer relationships and rapport with stakeholders and/or client groups;
- identify and respond appropriately to both internal and external customer needs utilizing available resources;
- collaborate to problem solve and make decisions to achieve desired outcomes;
- share knowledge, time, and expertise to assist other members of the team;
- plan, lead, and direct the work of staff to ensure goals and objectives are completed within established budget and deadlines are met; and
- hire, onboard, manage schedules, personnel actions, performance reviews, and performance improvement plans.

KEY COLLEAGUES



Arthur J. Ochoa, JD
Senior Vice President, Advancement
Chief Advancement Officer

Arthur J. Ochoa is an accomplished executive, attorney, and civic leader. As Senior Vice President of Advancement and Chief Advancement Officer, he leads Cedars-Sinai's external relations, including community engagement, development, and marketing/communications.

Cedars-Sinai has raised more than \$1 billion in philanthropic support since 2004, when Ochoa was appointed Chief Development Officer. He joined Cedars-Sinai in 2001 as Director of Planned Giving. Prior to that,

Ochoa practiced transactional and tax law for individual, corporate, and not-for-profit clients at O'Melveny & Myers LLP and Irell & Manella LLP. In his time between college and law school, Ochoa began his career as an advocate and policy analyst at Youth Service America in Washington, DC.

Ochoa's civic leadership includes serving as board chair of Charles R. Drew University of Medicine and Science, which is both a Historically Black Graduate Institution and a member of the Hispanic Association of Colleges and Universities. He is also board Vice President of Marlborough School. Ochoa is a board member of the Pacific Council on International Policy, a member of the Yale Law School Association's Executive Board, and an honorary trustee of the Mexican American Bar Foundation. He is a past board chair of Planned Parenthood Los Angeles, a past board president of the Center for Early Education, and a past chairman of the Los Angeles County Bar Association Tax Exempt Organization Committee.

He lectures frequently on communications, corporate governance, legal, management, and philanthropic matters. Previously, Ochoa has served as an adjunct faculty member of American Jewish University. He

has received awards and recognition from a number of organizations, including the National Hispanic Health Foundation, the Mexican American Bar Foundation, and Boy Scouts of America.

Ochoa earned a Bachelor of Arts degree in history from the University of Southern California (cum laude and Phi Beta Kappa) and a Juris Doctor degree from Yale Law School.



Heather Renshaw Vucetin
Vice President of Development

At Cedars-Sinai, Vucetin leads the Development function, steering the front-line fundraising team, maintaining her own portfolio of key institutional donors and prospective donors, and guiding the Development operations group.

Prior to joining Cedars Sinai, Vucetin served as Associate Dean, Medical Center Development (MCD), at Stanford University. As a member of the MCD's executive leadership team, she contributed to overall strategy, leadership, and direction for development at Stanford Health Care and Stanford School of Medicine. She led a team of 100 staff focused on major gift fundraising, annual and leadership giving, prospect advancement, strategic reporting, analytics, and research.

Vucetin joined Stanford in 2007, serving initially as Senior Director of Development for the Institute for Stem Cell Biology and Regenerative Medicine. She secured key financial support for a new research facility, faculty recruitments, capital equipment, and research, as well as a \$75 million naming gift, the largest individual gift to Stanford Medicine at the time. In 2011, she transitioned into the role of Senior Director, Major Gifts, creating a comprehensive Grateful Patient Program and leading a team of gift officers as part of the \$1 billion *Campaign for Stanford Medicine*, which closed two years early in August 2016 with \$1.71 billion secured.

Vucetin previously held fundraising positions with the University of Michigan Health System, the Robert Wood Johnson Medical School, and the University of Virginia Health System. She earned her bachelor's degree in biology, with a chemistry minor, from the University of Memphis.



Meredith Shikora
Executive Director, Constituent Relations

Meredith Shikora currently serves as the Executive Director of Constituent Relations at Cedars-Sinai, leading various fundraising teams, while also working directly with donors to support the *Campaign for Cedars-Sinai* as well as multiple support group campaigns. Shikora works with her team to foster strong relationships with various donor bases, including support groups, corporations and foundations, and a planned giving team.

Shikora joined Cedars-Sinai in 2012, working primarily with the Support Group Relations team to develop and implement highly successful fundraising strategies. She managed top volunteer leadership, strengthening the individual and institutional ties between key donors and Cedars-Sinai. In 2014 she transitioned to Manager of Support Group relations and in this role, she led a \$30 million campaign towards the Board of Governors Regenerative Medicine Institute, which closed six years early and raised over \$35 million.

Prior to her roles at Cedars-Sinai, Shikora led and restructured the Entertainment Division at The Jewish Federation by creating a strategic plan for donor attraction, retention, and engagement, resulting in a 59%

increase in dollars over three years. She expanded the fundraising reach of the team by cultivating relationships with high-capacity donors, targeting new prospects, and conceptualizing solicitations strategies with a focus on meaningful and increased giving.

Before transitioning to non-profit fundraising, Shikora worked in entertainment media and marketing, developing unique and innovative entertainment marketing campaign for corporate clients. She held positions at Creative Artists Agency, Starcom Worldwide, and The LA Office. She earned her bachelor's in communication students and graduated with high honors from the University of Texas.

PREFERRED QUALIFICATIONS

Cedar-Sinai seeks a Director of Development with an ability to

- convey and/or receive written/verbal information to/from various audiences in different formats;
- influence and/or negotiate;
- cultivate, solicit, and steward at major gift levels;
- apply working knowledge of deferred vehicles and community/philanthropic resources;
- motivate, monitor, measure, recognize, and improve performance and morale;
- handle multiple demands and/or manage complex and competing priorities;
- use software applications and operate technological devices (e.g., computer, laptop, tablet, smartphone, etc.);
- use discretion and maintain privacy, confidentiality or anonymity ;
- initiate, plan, design, execute, and monitor projects;
- apply critical thinking to analyze and interpret information and/or data;
- promote and foster participation/collaboration among individuals and groups;
- apply knowledge of business, revenue, and profitability models;
- analyze, project, and adjust staffing to meet workforce planning needs; and
- participate as a strong team player, with high ethical standards and a positive attitude.

A bachelor's degree is required for this position as is ten years of fundraising or relevant experience in a large complex organization and/or medical healthcare facility with five years in department management with a team of direct reports.

DIVERSITY, EQUITY, AND INCLUSION

Cedars-Sinai was founded on principles of equality, inclusion, and diversity and is committed to building and sustaining a diverse academic community. Diversity is one of Los Angeles's greatest strengths, and Cedars-Sinai is committed to celebrating both its differences and its similarities to create an inclusive culture for all. Diversity is one of the institutional values guiding the pursuit of the Cedars-Sinai vision: to enhance its position as the leading healthcare provider in the Los Angeles area and to rank highly among the nation's most respected, admired and trusted healthcare organizations. Cedars-Sinai was voted a Top Hospitals for Diversity by BlackDoctors.org.

SALARY & BENEFITS

Cedars-Sinai offers a competitive salary and an excellent employee benefits package.

LOCATION

This position is located in Los Angeles, California. Most non-patient facing staff are working primarily remotely during the pandemic. They may work on-site periodically as required either by their role and/or their management. This is subject to change in accordance with guidance from government authorities and ongoing decisions made by Cedars-Sinai leadership regarding employees safely returning to work.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Cedars-Sinai.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit:

[Director of Development, Cedars-Sinai.](#)

To nominate a candidate, please contact Angelique Grant:

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

All inquiries will be held in confidence