

DIRECTOR OF DEVELOPMENT, UNITED STATES

MAD

LOCATION—REMOTE (UNITED STATES)



Aspen Leadership Group is proud to partner with MAD in the search for a Director of Development, United States.

The Director of Development, United States will partner with the Executive Director to provide leadership for MAD's fundraising activities including growing MAD's annual fundraising from \$1.2 million to \$3 million annually. The Director of Development will focus on high-net-worth individual donors, corporations, and foundation opportunities. The Director of Development will serve as MAD's only team member dedicated exclusively to fundraising. This role provides an opportunity to unite a passion for MAD's mission with the entrepreneurial drive needed to implement innovative fundraising strategies for the organization.

MAD (Danish for *food*) is a nonprofit organization that equips and inspires the global hospitality community with the knowledge, tools, and motivation it needs to improve individual workplaces, the industry at large, and the way the world eats. Founded by René Redzepi, chef and owner of restaurant noma, it is a uniquely ambitious organization, devoted to using the power of chefs and others in the field to transform hospitality and drive change in food systems. It was founded with a bold vision: one in which everyone working in hospitality contributes to a better and more sustainable future for all.

MAD is governed by two Boards of Directors, one headquartered in Denmark, the other headquartered in the U.S.

For the past four years, MAD has focused strategically on building an Academy that trains hospitality workers in leadership and sustainability skills. As it continues to develop that now successfully launched program, it is also turning to other initiatives: re-invigorating its acclaimed international symposium and series of public talks, creating exciting new publications and media, and further developing programs that encourage the public to explore nature through foraging.

MAD Academy equips students from the hospitality community with the knowledge, tools, and inspiration to effect positive change in their professional lives and in the world. Chefs and other hospitality professionals wield tremendous cultural influence; the work of MAD Academy helps them exercise that influence more effectively and responsibly, both internally (by improving working conditions and labor practices) and externally (by making their businesses more sustainable and encouraging the public to eat in more environmentally friendly ways). To that end, the Academy offers courses designed for hospitality employees and owners that focus on environmentally sustainable practices and approaches to effective leadership and management.

MAD shares best practices and lessons learned while fostering a global conversation about the future of food [on its website](#). Past campaigns have included a partnership with the United Nations to highlight actions that citizens can take to make a difference on food and climate, and a multi-pronged initiative to support the hospitality industry during the coronavirus pandemic. Major social media campaigns have received more than two million impressions from about the world, and MAD's video content has garnered over 8.0 million views. MAD Dispatches is a book series published by MAD and Artisan. The first book, *You and I Eat the Same*, explores the myriad ways in which cooking and eating provide connection, regardless of politics, ethnicities, and religions.

REPORTING RELATIONSHIPS

The Director of Development, United States will report to the Executive Director, Melina Shannon-DiPietro.

FROM THE EXECUTIVE DIRECTOR

MAD's next Director of Development will join us as we are poised to accelerate our impact, and as the world stands more open than ever to the transformative and central role of food. We have 800 alumni across the world from the MAD Academy; and we are on track to have 1,000 by 2024. In the coming twelve months, we are testing digital learning, building an alumni community, and re-invigorating our communications and public events.

Food is at the center of the climate crisis. Food systems—how food is produced, distributed, and consumed, including through restaurants—are responsible for 29% of greenhouse gas emissions and 70% of biodiversity loss. Restaurants have an important role in shaping culture, community, and economy; and, after COVID-19, they are experiencing an essential realignment of values as leaders look to create sustainable workplaces.

As an organization, we are looking to the future and constantly evolving to meet the needs of our time. We are seeking a new development leader who is a builder, a creator, and a superb implementor. We need to take our fundraising function to the next level to support our ambitions, and we want to grow the community of philanthropists around us significantly and engage our alumni as advocates and supporters. I've relished building our donor relationships from afar; and I'll want you to build on this foundation.

The successful candidate will have an aptitude for working alongside our programming team to help mature and grow their ideas; and an appreciation for restaurants and what they bring to our world. The Director of Development will create long- and short-term plans and set targets and accountability measures. Tolerance of risk and ambiguity will be absolute necessities, but so too will be playfulness and a spirit of joy. Your skill at working from afar, and across geographies and cultures, along with a willingness to travel, will be essential.

I'm looking for a thought partner and a strategist—someone who is ambitious on behalf of MAD and can shift between ideas and rigor. You will be able to grow a team as you demonstrate success. And if you choose to join us, you will find us to be a warm, knowledgeable, and hard-working team.

—Melina Shannon-DiPietro, Executive Director

PRIMARY RESPONSIBILITIES

The Director of Development, United States will

- work with the Executive Director, Board of Directors, and key consultants to set annual priorities, goals, and revenue targets and define and implement development initiatives, principally Board and major gifts programs, alongside foundation giving, corporate sponsorships, and events;
- coordinate and drive MAD's development work including both long-term and day-to-day planning, prioritizing, and management of MAD's annual fundraising calendar;
- secure revenue from and steward relationships with a portfolio of approximately 150 high-net-worth individuals, foundations, and corporate funders;
- develop and execute a comprehensive plan for the identification, cultivation, and solicitation of current and prospective Board members and major donors by arranging, strategizing, and participating in ongoing relationship-building activities, including regular donor communications, facilitating exclusive travel and hospitality experiences in the United States and internationally, and through one-on-one meetings and events;
- create and implement strategies for engaging and empowering the Board of Directors to act as key spokespeople and fundraisers, to leverage their networks, and to offer their robust participation in fundraising activities;
- identify, research, and evaluate prospective Board members, major donors, and foundation and corporate funders, creating briefings as needed;
- partner with MAD team members to create coherence across MAD's communications efforts, core activities, and projects; and
- create and maintain policies and procedures for development operations, including fundraising communications, prospect research, moves management, and gift acknowledgement and processing policies.

LEADERSHIP

Melina Shannon-DiPietro

Executive Director

Melina Shannon-DiPietro is Executive Director of MAD. She has worked with food and hospitality leaders from across the globe to create MAD Academy, the gold standard curriculum of the future of hospitality, and to share the knowledge, tools, and inspiration essential to create delicious, regenerative food systems.

Prior to MAD, she was a Director at Friends of the High Line, the organization that transformed an abandoned elevated rail line into one of New York City's best-loved public parks. She began her work in food as Co-founder of the Yale Sustainable Food Program. She lives in the countryside, one hour from Copenhagen.

PREFERRED COMPETENCIES AND QUALIFICATIONS

MAD seeks a Director of Development, United States with

- a commitment to the mission of MAD—to empower the hospitality community with the tools, inspiration, and knowledge to make a difference in their restaurants and the world;
- passion for the topics and issues MAD's work addresses, including environmental sustainability, especially as it relates to food systems and nature; the reform of kitchen culture and work environments; and diversity and inclusion;

- an ability to build and nurture relationships with MAD’s Board, donors, and prospects, make direct solicitations for financial contributions, and follow through on successful solicitations with promised benefits, acknowledgements, and recognition;
- a demonstrated ability to establish and meet ambitious goals—fundraising or otherwise—develop and carry out long-term strategies, and forecast income;
- an ability to work at both a strategic level and manage the day-to-day tasks needed to implement a robust major fundraising program at a small organization;
- experience establishing and managing successful partnerships with individuals, foundations, corporations, and other institutions;
- an ability to work successfully in a remote capacity and to collaborate and build rapport with colleagues working in different countries and time zones;
- experience living or working outside the U.S. or in a global setting;
- an ability to make MAD’s work come alive through compelling written materials, story-telling, and one-on-one conversations;
- highly refined organizational skills and attention to detail;
- computer fluency, including proficiency in Microsoft Office suites; and
- familiarity with DonorPerfect fundraising software (preferred).

MAD will consider candidates with a broad range of backgrounds. A bachelor’s degree or an equivalent combination of education and experience and at least five years of fundraising or significant relationship management experience is preferred.

SALARY AND BENEFITS

The salary range for this position is \$145,000 to \$175,000 annually. The Director of Development and MAD will come to a mutual agreement to provide benefits, including health insurance. The position will be compensated for 25 vacation days, 10 sick days, and 10 holidays.

LOCATION

This is a fully remote position based in the United States. MAD’s offices, and the bulk of its programmatic activities, are based in Copenhagen. This role will be best executed by an individual living in the eastern time zone of the United States to facilitate collaboration with the Denmark-based team and with a core of East Coast based donors. An ability and desire to travel is essential.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit: [Director of Development, United States, MAD](#).

To nominate a candidate, please contact Patrick Key, patrickkey@aspenleadershipgroup.com.

All inquiries will be held in confidence.