

ASPEN • LEADERSHIP • GROUP

SENIOR DIRECTOR OF DEVELOPMENT FANNIE & JOHN HERTZ FOUNDATION

<http://hertzfoundation.org>



The Aspen Leadership Group is proud to partner with the Fannie & John Hertz Foundation in the search for a Senior Director of Development.

The Senior Director of Development will be responsible for developing the major gifts program in the western U.S., deepening and expanding engagement with and philanthropy from individuals, foundations, and corporations as well as directing and managing the national annual giving program. The Senior Director will build and nurture a community of philanthropic leadership to support the work of the Hertz Foundation, manage a portfolio of major gift donors, and develop and direct a sophisticated stewardship program for all donors. The Senior Director reports directly to the President of the Hertz Foundation, and will work closely with her and other senior leaders, including the Foundation's Board of Directors. The Senior Director will serve as the lead staff contact with the Board's Development Committee.

The Hertz Foundation's mission is to provide unique financial and fellowship support to the nation's most elite PhD students in the sciences, mathematics, and engineering. The Hertz Fellowship remains the only PhD program in the United States that funds the full five years of the PhD; moreover, fellowships are free of most traditional restrictions.

Rare individuals have the opportunity in their careers to elevate, inspire, and significantly impact others through their bold innovations and leadership. During the Foundation's 60 years, Hertz Fellows have achieved that ideal. The Foundation's track record is one of extraordinary success in identifying and funding these celebrated leaders in science and technology, early in their careers, and then nurturing them throughout the years via an international network of Hertz Fellows, known as "the Hertz Community." The Foundation, alone, doesn't "declare" the success of its Fellows. Rather, Hertz Fellows are regularly heralded by their colleagues and have been chosen to receive some of the most notable awards and distinctions in their fields.

Since the Hertz Fellowship is considered to be among the most prestigious in the world, and is the ONLY five-year PhD fellowship in the United States, the Foundation identifies its brilliant and creative young recipients through the most personalized and rigorous interview today. The Foundation has invested over \$200M in Hertz Fellows (present value). Their exceptional achievements are direct evidence of the high payoff that occurs when the nation's most innovative graduate students are given the freedom and financial support to develop their own unique genius.

REPORTING RELATIONSHIPS

The Senior Director of Development reports to the President, Robbee Baker Kosak.

THE HERTZ FELLOWSHIP

The twelve 2017 recipients of the Hertz Fellowship were chosen from a cohort of over 730 candidates who will pursue PhDs in the sciences, engineering, and mathematics. Though less than 1,200 Hertz Fellowships have been awarded, these twelve young scientists join an elite group of leaders that include two winners of the Nobel Prize; winners of the Turing Award, Fields Medal, National Medal of Science and National Medal of Technology; winners of 8 Breakthrough Prizes in Science; and two MacArthur Fellowships (aka the “genius award”). Additionally, Hertz Fellows have founded over 200 companies, hold more than 3,000 patents, and are among the top leaders in national laboratories, universities, and the U.S. military. In the last two years alone, four Hertz Fellows were named in *Forbes’ “30 under 30 in Science”* list.

The Foundation encourages awardees to pursue science for the public good. It was created by entrepreneur John Hertz, founder of Hertz Rental Car, to inspire and invest in the future of scientific exploration by providing resources and academic freedom to the most promising young minds. It is the only foundation that provides PhD tuition and stipend support for five years while offering its Fellows full research freedom.

“Far too few of our most talented young Americans are dedicating themselves to leadership careers in science, engineering and mathematics,” said Robbee Baker Kosak, President of the Foundation. “Yet, leadership in these disciplines is precisely what the United States needs if we are to continue to build a robust economy and protect our national security. Following in the footsteps of Hertz Fellows who have come before them, these young men and women will utilize this fellowship to pursue work that will have a tremendous impact on the future of our country and society as a whole.”

The 2017 Fellowship awardees come from top U.S. universities and were chosen for their intellect, ingenuity and potential to bring meaningful improvement to society.

Learn more about the 2017 Hertz Fellows here:

<http://hertzfoundation.org/dx/newsevents/pressrelease.aspx?d=296>

PRINCIPAL OPPORTUNITIES

Today there are many interesting opportunities in the fundraising profession. Yet, few offer the opportunity to directly define and shape the future of a 60-year-old educational organization in science and technology. Yet, this IS the very opportunity available at the Fannie & John Hertz Foundation.

Begun as a private foundation supporting undergraduate scholarships in engineering and the applied sciences, the use of the fortune left by John and Fannie Hertz has been transformed over the years into a program that is often cited as the most prestigious PhD fellowship awards in math, science, and engineering in the United States.

Due to decreased funding trends over the three last decades, exacerbated by recent tumultuous political rancor, it is clear the United States can no longer depend on government funds to fuel its leadership and innovation in science and technology. Rather, now is the time that private philanthropy must step in and, with our science and technology leaders of all ages, define our destiny. The destiny of the economic, national, and personal security and well-being for citizens of the United States and the world.

The Hertz Foundation has an undeniable track-record of national leadership in identifying, supporting, and nurturing such leaders. In an effort to continue to expand the Foundation's outreach, we are seeking an experienced fundraiser to join the Hertz Foundation and work with prospects in the western United States, to introduce them to the Hertz Foundation story, the impact of the work of its extraordinary Fellows, and encourage these donors to join the Foundation in our quest to fuel the innovation and breakthroughs of the next generations of leaders science and technology. This comes at a time when the Foundation has only recently transformed from a private foundation to one of public charity status. In a short period of time, Hertz is beginning to quickly develop a culture of philanthropy among its Fellows (exceeding most Ivy League and top universities in the percentage of alumni giving). The story of the Hertz Foundation is well known among science and technology leaders, but by far too few in the world of philanthropy. We are looking for an experienced, but excited evangelist, one who is deeply committed to science and technology, and its importance in our world today, who wants to put their fundraising to work on behalf of building one of the most accomplished science and technology programs in the U.S.

PRIMARY RESPONSIBILITIES

The Senior Director of Development will

- create and implement a plan for the identification, cultivation, and solicitation of prospective major gift donors (individuals, corporations, foundations);
- identify, cultivate and solicit major gift donors in the western U.S.;
- direct all aspects of the annual giving program to raise current-use gifts with an annual financial goal;
- steward relationships with key Hertz stakeholders, in collaboration with the President of the Hertz Foundation, Hertz Board Members, and other senior leaders;
- develop creative and meaningful stewardship mechanisms that inspire existing annual and major gift donors to increase their support and engagement;
- craft and tailor proposals, concept papers, and other materials that align with the institutional needs of the Hertz Foundation and the philanthropic priorities of donors and prospects;

- develop innovative and compelling appeal letters, e-appeals, print and digital marketing, and outreach, including on-point messaging for Hertz funding priorities (the latter in conjunction with the Foundation's external PR counsel);
- monitor, analyze, and evaluate giving results on a weekly, monthly, and quarterly basis to adjust strategies and ensure all goals are met; and
- ensure that annual and long-term fundraising goals are met while monitoring progress toward the goals.

KEY COLLEAGUES



President

Robbee Baker Kosak

As of June 8, 2015, Robbee Baker Kosak became president of the Fannie & John Hertz Foundation after a very successful leadership career in a number of major research universities throughout the U.S. Immediately prior to assuming the presidency of Hertz, she served as vice president of university advancement at Carnegie Mellon University, where for 15 years, she led the University's first successful \$1 billion plus fundraising campaign and world-wide integrated brand management and marketing strategies. The team also developed a global alumni engagement program, increasing alumni chapters in both the U.S. and abroad by three-fold. She worked with constituents and partners throughout the U.S., India, South East Asia, the Middle East, and Europe. Earlier in her career, she served as: vice president for advancement at Rensselaer Polytechnic Institute in Troy, NY and Bucknell University in Lewisburg, PA; campaign director at Illinois Institute in Chicago, IL, and associate vice president for development at Northwestern University. She started her work in research universities at Carnegie Mellon University in private foundation fundraising and alumni relations.

She is a member of the prestigious International Women's Forum (IWF), is a past member of the CASE Board of Directors. She is a summa cum laude graduate of The Pennsylvania State University and attended the Harvard Institute for Educational Management.

She has been very active in civic affairs, serving as a founding board member of the American Middle East Institute and as a former member of the board of directors of the Urban League of Greater Pittsburgh, the Pittsburgh Parks Conservancy, and Visit Pittsburgh.



Chairman of the Board

David Galas, PhD

University of California, Davis/Livermore

Principal Scientist for the Pacific Northwest Diabetes Research Institute (PNDRI) David J. Galas, PhD, Hertz Fellow and chair of the Fannie and John Hertz Foundation Board of Directors, is principal scientist for the Pacific Northwest Diabetes Research Institute (PNDRI). Dr. Galas is leading the genetic research studies in support of the Institute's long-standing fight against the global diabetes epidemic. He is particularly interested in the approach that uses modern technology, like

full genome sequencing of both humans and mice, to find the gene and environmental interactions that can be related to the pantheon of pathologies around diabetes.

Previously, Dr. Galas served as senior vice president and professor for the Institute for Systems Biology (ISB), a non-profit research institute with the mission of transforming biological and medical research by creating and using systems approaches to unravel the workings of complex biological systems. Prior to that, Dr. Galas was a co-founder of Keck Graduate Institute, (KGI), where he served as first chief academic officer and chancellor. He was also president and chief scientific officer of Chiroscience R&D, based on the start-up company, Darwin Molecular, which he also co-founded. All of these organizations, including PNDRI, ISB, KGI, Darwin Molecular and Chiroscience R&D are based in Seattle, Washington.

Dr. Galas was director for Health and Environmental Research of the U.S. Department of Energy, where he directed the Human Genome Project. Before his service in Washington, D.C., Dr. Galas was professor and chair of molecular biology at the University of Southern California (USC). He received his MS and PhD degrees in physics from the University of California, Davis/Livermore. He earned his undergraduate degree in physics from the University of California, Berkeley. Dr. Galas was responsible for discovering the gene that partly regulates bone metabolism. This important breakthrough has led to the development of a new medicine that may eliminate osteoporosis as a health problem. His research interests include molecular biology, human genetics, complex biological network analysis and the development of new technologies for the life sciences. He is a lifetime associate of the National Academy of Science.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Senior Director of Development will have:

- significant fundraising experience--major gifts and annual giving—preferably in university or science/technology-based organizations;
- experience identifying, cultivating and soliciting major gifts
- significant experience working with senior leadership, boards, and other key stakeholders in an academic or foundation environment;
- a proven track record of building strong and productive relationships between major gift donors and organizations/institutions;
- precision and facility with language; the great judgment needed for effective communications; strong writing, editing, and speaking skills;
- the ability to craft compelling proposals that align the mission of the Hertz Foundation with the philanthropic goals of prospective donors;
- an appreciation for graduate education in the sciences;
- fluency and comfort with scientific language and culture;
- a professional demeanor, good interpersonal skills, highly developed organizational skills and discipline, and an ability to relate easily to a wide range of groups;
- an ability to work independently; and
- an ability to travel regularly.

A Bachelor's degree from an accredited college or university is required for this position as is five years of development experience ideally in a research university or scientific/technical organization. Sales and marketing experience in biotech/tech sectors will also be strongly considered. An advanced degree in engineering, the sciences or business is beneficial.

SALARY & BENEFITS

The Fannie & John Hertz Foundation offers an excellent and competitive benefits and compensation package.

LOCATION

The Hertz Foundation is located in Livermore, California. The successful candidate should live in the Bay Area and may work remotely three to four days per week.

APPLICATION DEADLINE

All applications must be accompanied by a cover letter and a résumé. Before submitting your materials, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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