



PRINCIPAL GIFT OFFICER, IVY BRAIN TUMOR CENTER
BARROW NEUROLOGICAL FOUNDATION
Phoenix, Arizona



The Aspen Leadership Group is proud to partner with Barrow Neurological Foundation in the search for a Principal Gift Officer, Ivy Brain Tumor Center.

The Principal Gift Officer will provide the vision, strategy, and leadership necessary to secure high value major gifts to support the Ivy Brain Tumor Center. The Principal Gift Officer will secure four to six gifts at \$1 million and above to generate \$6 million revenue annually, funding that is critical to the sustainability and success of the Ivy Brain Tumor Center, and central in its ability to cure brain cancer within the decade.

The Ivy Brain Tumor Center at the Barrow Neurological Institute is a non-profit translational science initiative established by an investment from the Ben & Catherine Ivy Foundation in partnership with the Barrow Neurological Foundation totaling \$101 million. This represents the largest single research grant in the history of brain tumor research, worldwide. Ivy Brain Tumor Center's research program is singularly focused on discovering new therapies for brain tumor patients through a broad portfolio of pharmacodynamic- and pharmacokinetic-driven clinical trials, combining industry-partnered drug development with the nation's largest operative brain tumor volume.

The Center's multidisciplinary team of brain tumor specialists and scientists are accelerating drug discovery and precision medicine in neuro-oncology in an effort to identify the most promising first-in-class therapies for brain tumor patients. The Ivy Brain Tumor Center's central strategy is to introduce patients to these novel treatment paradigms, identify combined-agent strategies that sidestep brain tumor resistance mechanisms, and validate the utility of promising new regimens using randomized controlled clinical trials. Taken together, these innovative efforts in clinical trial design, expansive roster of new experimental agents, and access to the nation's largest brain tumor patient population positions the Ivy Brain Tumor Center to redefine drug development for patients with brain tumors.

Barrow is an international leader in the treatment, research, and education of brain and spinal diseases, conditions, and injuries. Barrow consistently ranks as a top center for neurology and neurosurgery in the *U.S. News & World Report* rankings of best hospitals. It also is the only hospital in the Nation which is presently triple certified by the Joint Commission in Traumatic Brain Injury, Spinal Cord Injury, and Stroke. Barrow Neurological Institute is a division of St. Joseph's Hospital & Medical Center which is owned and operated by Dignity Health. Dignity Health is made up of more than 60,000 caregivers and staff who strive to deliver excellent care to diverse communities in 21 states. Dignity Health is the fifth largest health system in the Nation and is owned by CommonSpirit which has over 700 care centers spanning 21 states.

Barrow Neurological Foundation's mission is simple: to be the catalyst of its donors' passion for transformation by providing the resources for Barrow Neurological Institute to achieve its mission of saving human lives through innovative treatment, groundbreaking curative research, and educating the next generation of the world's leading neuro clinicians. It provides philanthropic support of Barrow Neurological Institute at St. Joseph's Hospital and Medical Center, located in the heart of Phoenix, Arizona.

REPORTING RELATIONSHIPS

The Principal Gift Officer, Ivy Brain Tumor Center will report to the President of Barrow Neurological Foundation, Katie Cobb.

FROM THE PRESIDENT, BARROW NEUROLOGICAL FOUNDATION

The Ivy Brain Tumor Center at Barrow Neurological Institute is a non-conventional, non-profit research program offering state-of-the-art clinical trials for patients with the most aggressive form of brain cancer. It is home to the largest collection of Phase 0 trials for brain tumors in the world. Each of our team members brings a unique set of skills and capabilities that helps make the Ivy Center a leading research facility for discovery and innovation. We are a community dedicated to accelerating drug development and precision medicine in neuro-oncology.

Our day-to-day interactions with patients, caregivers and each other are grounded in transparency: our conversations are always two-way, and our labs are open to ensure efficient collaboration. While we take incredible risks every day, the potential reward for patients is high. Everyone at the Ivy Brain Tumor Center is passionate about identifying and accelerating treatments that will make a meaningful difference in patients' lives. Here, innovation never stops – we are open 24/7. At Ivy Brain Tumor Center, it's our resilience that drove us to where we are today. Now, we are focused on progress – not process – so we can quickly bring promising therapeutic options to patients living with brain tumors around the world. Because for us, this work is personal.

–Katie Cobb, President, Barrow Neurological Foundation

PRIMARY RESPONSIBILITIES

The Principal Gift Officer, Ivy Brain Tumor Center will

- close 4 to 6 gifts at \$1 million and above generating a minimum of \$6 million in revenue annually supporting the Ivy Brain Tumor Center;
- ask for 20 or more principal gifts and manage a pipeline of 50 or more qualified prospects while qualifying 10 new prospects each year;
- identify all prospects within the database with the capacity to donate \$1 million or more;
- effectively move a portfolio of prospects through the complete giving cycle of validation, engagement, cultivation, solicitation, gift negotiation, and stewardship;
- develop a solicitation plan for each prospect and migrate and qualify new prospects through the cultivation process;
- develop background materials and profiles for prospects and create briefing docs in anticipation of working with prospects through the cultivation process;
- meet with the President of BNF to determine the best strategies for cultivation including the use of internal and external contacts;
- utilize the CRM system to track and cultivate donors and prospects;
- identify and share best practices from other health systems on their principal gift program, especially stewardship activities with \$1 million plus donors;
- conceptualize events that could be used to steward and cultivate principal gift prospects;
- conceptualize communication strategies that could be helpful in qualifying, cultivating, and stewarding principal gift prospects;
- manage the ongoing relationship and stewardship of major donors including the proper execution of pledged programs, reporting, and tracking of progress towards the donor's intent;

- review, revise, and submit budgets for all activities and work closely with the Vice President of Operations to forecast pipeline revenue on a monthly basis;
- work closely with the Manager of Prospect Management to plan, track, and report the progress of all prospects through the cultivation cycle; and
- integrate with physicians and researchers at IBTC to both understand critical funding needs and, in turn, translate those needs into compelling narratives that attract the proper funding.

LEADERSHIP

Katie Cobb

President, Barrow Neurological Foundation

Katie Cobb is a highly accomplished business development executive, communicator, and change agent with 30 years of experience in fundraising, marketing, community relations, media, and politics. She currently serves as President of the Barrow Neurological Foundation leading a philanthropic team of 22 managing all activities around major gifts, the annual fund, capital campaigns, special events, planned giving, marketing and communications, and volunteer groups including one of the Valley's premier volunteer organizations, the Barrow Women's Board, driving philanthropy for Barrow Neurological Institute (BNI), the world's leading neuroscience center.

Since joining BNF as its President in 2017, Cobb has led a comprehensive transformation of the Foundation resulting in the organization becoming the leading fundraiser in the entire Common Spirit/Dignity Health system and Common Spirit's 2020 Foundation of the Year besting over 78 other foundations within the philanthropic organization. She has closed the largest philanthropic gift (\$25 million) to a neurosurgical/brain tumor center in the country and the largest gift for the Dignity Health system in its history. She consequently established a wholly-owned LLC under BNF governance with the goal of curing brain cancer within ten years. This was followed with an additional \$38 million gift in 2020 to construct a new worldwide research headquarters for the center. She also managed an effective capital raise for a new \$43 million Barrow Neuroplex building that will be completed in the fall of 2021.

Prior to Barrow Neurological Foundation, Cobb was the Senior Vice President for Advancement for Great Hearts Academies where she led an advancement team across 23 schools in Arizona managing the annual fund, major gifts, capital campaigns, special events, and unrestricted investments for Great Hearts along with driving marketing and communications for Arizona's largest Charter Management Organization. Her efforts resulted in a 48% increase in overall Advancement funding along with driving open enrollment applications to 148% of goal.

Prior to Great Hearts Academies, Cobb was the Executive Vice President and Chief Operating Officer for The Phoenix Symphony where she oversaw marketing, development, education and community outreach, patron services, public relations, human resources, information technology, and finance. During her tenure, Cobb helped engineer a dramatic financial turnaround for the organization, growing overall revenue by 74%, more than doubling contributions to over \$7 million, and transforming a structural deficit into a \$3 million surplus.

Cobb began her career as Deputy Press Secretary for Arizona Governor Fife Symington, then moved on to join the New York launch team of "America's Talking," the cable network that would ultimately evolve into MSNBC as a senior producer. Cobb then accepted a position to open the Los Angeles bureau of Fox News Channel and then moved back to Arizona as a managing partner with Actual Media, a strategic communications, media, and marketing political consulting firm.

Recognized throughout the Phoenix community as a change agent capable of making significant impact through her work, Cobb has been honored by being named a Virginia G. Piper Fellow, was appointed by

Governor Jan Brewer to the Governor's Tourism Advisory Council, and is a Rocky Mountain Emmy Award winner. Cobb has also been recognized as one of Arizona's 50 highest-ranking women by *The Republic's Who's Who in Business*. She is currently the Board Chairman of Xavier College Preparatory and has served on the boards of The Phoenix Symphony Association and the Joe Foss Institute.

A graduate of Loyola Marymount University, Cobb devotes her talents to numerous charitable and educational endeavors and is a passionate advocate for military veterans, education, and the arts in Arizona.

Michael Lawton, MD

President and CEO, Barrow Neurological Institute

Michael T. Lawton, MD, is the President and CEO of Barrow Neurological Institute and the Chair of the Department of Neurosurgery. He is board certified by the American Board of Neurological Surgery.

Dr. Lawton's neurosurgical expertise includes cerebrovascular disorders (aneurysms, arteriovenous malformations, cavernous malformations, and stroke) and skull base tumors. He has experience in treating more than 5,050 brain aneurysms, 970 AVMs, and 1,000 cavernous malformations, including more than 250 in the brain stem and other highly delicate areas of the brain. He is a member of the American Association of Neurological Surgeons, Congress of Neurological Surgeons, Society of Neurological Surgeons, American Academy of Neurological Surgery, and World Academy of Neurological Surgery.

Dr. Lawton received a degree in biomedical engineering from Brown University and his medical degree from Johns Hopkins University School of Medicine. He completed his neurosurgery residency at Barrow, where he also completed a fellowship in cerebrovascular and skull base surgery. After joining the faculty at University of California, San Francisco, he later completed a fellowship in endovascular surgery there.

Dr. Lawton's research studies the formation, underlying genetics, and rupture of brain AVMs, as well as the hemodynamics, rupture, and computational modeling of brain aneurysms. His clinical research studies the anatomy of microsurgical approaches and clinical outcomes of microsurgery for aneurysms, AVMs, and bypass surgery. He is the principal investigator for the Brain Vascular Malformation Consortium, a NIH-funded multicenter group studying the genetics and clinical course of rare vascular diseases of the brain. He has published more than 700 peer-reviewed articles, six single-author textbooks, and more than 100 book chapters.

Knowing neurosurgical education must continue during the pandemic, Dr. Lawton launched *Seven Series*, a series collection of narrated case studies with histories, imaging studies, and illustrations from the Barrow Neuroscience Publications animation studio. He also initiated *Barrow Base Camp*, a series of videos capturing resident teaching rounds to help neurosurgeons sharpen their skills.

Dr. Lawton co-founded Mission: BRAIN, a teaching mission to raise the level of neurosurgery practiced in developing countries that conducts annual missions in Mexico and Asia.

Nader Sanai, MD

Chief Scientific Officer and Director, Ivy Brain Tumor Center

Dr. Nader Sanai is an internationally-recognized neurosurgical oncologist with clinical and research expertise in the treatment of all brain tumors. As a practicing neurosurgeon, his specialty clinical practice is devoted entirely to patients with tumors of the brain and spine, including those in high-risk areas. He also has extensive experience using intraoperative mapping techniques to maximize tumor removal while preserving crucial structures controlling motor and language function. Gliomas, meningiomas, metastatic tumors, and complex tumors of the skull base are just some of the tumor types he routinely treats using both operative and radiosurgery techniques. As the Southwest's busiest neurosurgical oncologist, with over 3000 brain tumor surgeries performed since 2010, Dr. Sanai has one of the largest experiences in the

world. Among various career accolades, Dr. Sanai was recently elected to the American Academy of Neurological Surgeons, the most respected academic organization in neurosurgery.

To date, Dr. Sanai has published over 200 peer-reviewed research manuscripts and delivered over 200 national and international lectures on brain tumor research. Collectively, Dr. Sanai's published research has led to over 15,000 total citations and an H-index of 45 – one of the highest for an academic neurosurgeon in the United States. As the Director of the Ivy Brain Tumor Center, Dr. Sanai oversees all translational brain tumor research at the Barrow Neurological Institute, located within the Dignity Health St. Joseph's Hospital & Medical Center in Phoenix, Arizona. At the Ivy Center, Dr. Sanai serves as the Principal Investigator of the Laboratory for Stem Cell Neuro-Oncology, which is funded by over a dozen external granting agencies, including the National Institutes of Health (NIH). Dr. Sanai is one of only a handful of neurosurgeons in the United States to have served as principal investigator of multiple NIH R01 grants.

Dr. Sanai is the principal architect of the Ivy Center's highly-innovative and world-renowned Phase 0 clinical trials program. Together with a multidisciplinary team of scientists, clinicians, and nurses, Dr. Sanai specializes in identifying new, first-in-class therapeutic agents that match the individual biologies of brain tumor patients. The Ivy Center's precision medicine program is the first of its kind in neuro-oncology and reflects Dr. Sanai's commitment to pushing the envelope for brain tumor patients around the world.

Catherine Ivy

Founder and Board President, Ben and Catherine Ivy Foundation

In the summer of 2005, Catherine Ivy and her husband Ben were on vacation when Ben started to complain that his thumb was going numb. Shortly after their trip, Ben went to get what he thought was a pinched nerve examined, only to discover he had an aggressive form of brain cancer called glioblastoma multiforme. On Thanksgiving Day, just four months later, Catherine Ivy lost her husband and found herself defeated by a disease that didn't seem to have a cure in sight. Instead of being consumed by her grief, just a few months after Ben's passing, Ivy changed the mission of their recently established Foundation to find a cure for brain cancer so that others wouldn't have to suffer the same fate.

Since the inception of the Ben & Catherine Ivy Foundation, Catherine Ivy has become a trailblazer within the medical community. In 2014, she was honored by the Translational Genomics Research Institute (TGen) with the John S. McCain Leadership Award, which recognizes leadership and dedication making a significant impact in the fight against disease and helping patients worldwide. Ivy has also been instrumental in finding ways to bring major institutional collaborators together to fight brain cancer and she has been honored by a variety of her partners for the Foundation's investment in finding a cure.

Without Ivy's pioneering leadership, compassion, and perseverance the industry-leading and live-saving work at the Ivy Brain Tumor Center would not be possible. She is not only the reason the needle is moving forward on brain cancer research, but she is the reason why millions of people across the world impacted by brain cancer are finding a sense of hope.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Barrow Neurological Foundation seeks a Principal Gift Officer with

- a commitment to the mission of Barrow Neurological Foundation – to advance the knowledge and practice of medicine in neuroscience through basic and clinical research, education of medical professionals, and innovation in clinical techniques and technology;
- a passion for non-profit organizations and experience aligning their individual and group-managed efforts with the mission of the organization;

- experience working with national profile fundraising activities while reaching prospects from a broad geographic base;
- experience with large and impactful initiatives that have had the potential for impacting society as a whole;
- an ability to build strong internal relationships with clinical staff of the Ivy Brain Tumor Center while leveraging their experience and influence to close gifts in addition to gaining alignment with the founder of the Ivy Foundation to understand and adopt its overall philanthropic philosophy;
- an ability to qualify, cultivate, and solicit high level prospects;
- a track record of closing gifts with significant institutional impact;
- an ability to develop strong personal relationships with key donors, enabling these donors to achieve their philanthropic goals while aligning those goals with the goals of the Ivy Brain Tumor Center;
- experience creating, managing, and delivering on moves management plans that yield demonstrable, measurable results;
- proficiency in the use of CRM database products;
- an ability to prioritize tasks, handle multiple assignments, and meet deadlines in a fast-paced environment, while maintaining strict attention to detail;
- experience working with board members, volunteers, donors or other external constituencies;
- an ability to communicate clearly, concisely, and professionally both orally and in writing;
- excellent interpersonal skills and a demonstrated record of working with multiple constituencies to build consensus and cooperation;
- an ability to manage several projects simultaneously, prioritize, and plan work activities while meeting respective deadlines with strong organizational and time-management skills;
- strong creative problem-solving skills;
- an ability to evaluate, interpret, and present complex information effectively in professionally prepared documents or presentations; and
- a professional demeanor, flexibility, and an ability to respond to multiple demands.

A bachelor's degree is required for this position (a combination of education and/or additional job-related experience may be substituted in lieu of the degree) as is at least seven years of non-profit fundraising and development experience.

SALARY & BENEFITS

Barrow Neurological Foundation offers competitive compensation and comprehensive benefits including medical/dental/vision insurance (no premium for employee benefits); flexible spending accounts; matching 403(b) retirement program; fully funded pension plan; paid time off (PTO); tuition reimbursement; employee assistance program (EAP); employee life insurance; annual performance bonus; and relocation assistance to the Phoenix area.

LOCATION

This position is located in Phoenix, Arizona.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Barrow Neurological Foundation, Barrow Neurological Institute, and Ivy Brain Tumor Center 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:

[Principal Gift Officer, Ivy Brain Tumor Center, Barrow Neurological Foundation.](#)

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspingleadershipgroup.com or Kim Farr, kimfarr@aspingleadershipgroup.com.

All inquiries will be held in confidence