



ASSOCIATE DIRECTOR OF DEVELOPMENT, CORPORATE AND FOUNDATION RELATIONS

[CEDARS-SINAI](#)

Los Angeles, California



The Aspen Leadership Group is proud to partner with Cedars-Sinai in the search for an Associate Director of Development, Corporate and Foundation Relations.

The Associate Director of Development, Corporate and Foundation Relations will support the implementation of strategies and objectives that drive philanthropy and achieve short-term and long-term goals for various programs and activities in support of the priorities of Cedars-Sinai. The Associate Director will monitor implemented strategies, identify opportunities and challenges, and report on and make recommendations. The Associate Director will plan and track relationships with prospects while maintaining a well-designed and documented prospect portfolio. The Associate Director will oversee assigned programs in scope and may also provide leadership, guidance, and supervision to professional and support staff towards the accomplishment of fundraising goals. As an effective player coach, the Associate Director will maintain a high volume of significant donor relationships, meaningful contacts, and solicitations.

Cedars-Sinai is a non-profit 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 2,000 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. Providing world-class, quality patient care is a priority for Cedars-Sinai 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 11 specialties and, once again, has been recognized by *U.S. News & World Report* as one of the best hospitals in the nation. The medical center ranked #7 nationally in the magazine's "Best Hospitals 2020-21" analysis, exceeding its rank from last year among a select group of 20 Honor Roll hospitals.

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 Associate Director of Development, Corporate and Foundation Relations will report to the Director, Corporate and Foundation Relations, Rulivia Wong. The Associate Director will directly supervise a Major Gift Officer.

FROM THE EXECUTIVE DIRECTOR, CONSTITUENT RELATIONS

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 Associate Director of Development, Corporate and Foundation Relations will play a leading role in generating philanthropic support from major foundations along with corporate foundations, and other philanthropic organizations across the U.S. and internationally. This support 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

CEDARS-SINAI'S COMMITMENT TO 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.*

PRIMARY RESPONSIBILITIES

The Associate Director of Development, Corporate and Foundations Relations (with focus on Foundations) will

- be responsible for the vision and strategic development of customized strategies focusing on Foundations to identify and cultivate prospects for the purpose of converting them into donors, and advocates of Cedars-Sinai;
- manage existing and ongoing giving programs and operations, including aspects of foundation prospect planning, gift acknowledgment, gift stewardship, and accounting;
- evaluate solicitation programs and make recommendation for improvement;
- generate written gift solicitation proposals to prospective Foundations, Corporate Foundations and high net worth donors;
- provide recommendations and assist in executing effective strategies to practice moves management and increase fundraising results;
- plan and track relationships with major gift prospects and maintain a well-designed and documented foundation prospect portfolio;
- as an effective player coach, maintain a high volume of significant donor relationships, meaningful contacts, and solicitations;
- represent Cedars-Sinai with external constituents;
- ensure that practices and procedures are inclusive of interpersonal and cultural diversity;
- cultivate and maintain strong customer relationships and rapport with stakeholders and 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 work of staff to ensure goals and objectives are completed within established budget and that deadlines are met;
- hire, onboard, and manage schedules, personnel actions, performance reviews, and performance improvement plans; and
- supervise the day-to-day work of employees, assign work, and ensure tasks are completed and deadlines are met.

LEADERSHIP

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, D.C.

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 the 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 campaigns 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.

Rulivia Wong

Director, Corporate and Foundation Relations

Rulivia Wong currently serves as the Director of Corporate and Foundation Relations at Cedars-Sinai, leading her team, collaborating with cross functional groups and working directly with donors to fundraise for key service line initiatives through cause-related marketing, promotional programs, event sponsorships and foundation grants. Wong works with her team to foster strong relationships with corporations and foundations.

Prior to her role at Cedars-Sinai, Wong led the Strategic Partnerships Team at Disney's Direct to Home division closing deals for franchise properties including Marvel, Star Wars, Pixar, and Fox. Having deep experience in translating partner marketing strategy into promotional tactics for clients, Wong has connected the dots to bring partners' brands to life within the entertainment ecosystem. Her accomplishments at Disney included securing over 55+ national partnerships translating to \$55MM in promotional dollars and media value.

Before her tenure at The Walt Disney Company, Wong has spent the last 25+ years in brand marketing and consumer promotions on both the client side – Nestle USA and Warner Bros – and marketing agency experience – Catapult Marketing (Epsilon) and A2G (social and digital marketing) – working on world class brands including Nestle Crunch, Butterfinger, DC Comics, Gap, Del Monte, Samsung, Nissan, and Mars.

Having started her marketing career at the Starlight Foundation International, where she developed and launched a mobile entertainment and media room program coined "Starlight Express" that continues to touch the lives of +10,000 hospitalized children per day, Wong is bringing her experience in corporate partnerships onto the advancement team at Cedars-Sinai to drive fundraising for key service line initiatives. She earned her Bachelor's Degree in Communications from Simon Fraser University, Vancouver, Canada.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Cedars-Sinai seeks an Associate Director of Development, Corporate and Foundation Relations with

- a commitment to the mission of Cedars-Sinai—to improve the health status of the communities it serves;
- fundraising or relevant experience in a large complex organization or medical healthcare facility;
- success in cultivating, soliciting, and stewarding at major gift levels and working knowledge of deferred vehicles and community and philanthropic resources;
- experience managing a department or service lines with a team of direct reports;

- an ability to convey and receive written and verbal information from various audiences in different formats;
- an ability to influence and negotiate;
- an ability to motivate, monitor, measure, recognize, and improve performance and morale;
- an ability to handle multiple demands while managing complex and competing priorities;
- an ability to initiate, plan, design, execute, and monitor projects;
- an ability to apply critical thinking to analyze and interpret information and data;
- an ability to analyze, project and adjust staffing to meet workforce planning needs;
- an ability to apply knowledge of accounting principles to create, monitor, and operate budgets; and
- an ability to promote and foster participation and collaboration among individuals and groups.

A bachelor's degree is required for this position as is at least eight years of fundraising or other relevant experience with two of those years being in a supervisory role.

SALARY & BENEFITS

Cedars-Sinai offers a competitive salary and an excellent [employee benefits package](#).

LOCATION

Cedars-Sinai is located in Los Angeles, California. The Associate Director may work remotely from California with at least 25% of their time spent on-site as deemed appropriate by the supervisor.

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. All inquiries will be held in confidence,

To apply for this position, visit:

[Associate Director of Development, Corporate and Foundation Relations, Cedars-Sinai.](#)

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