



**ASSISTANT VICE PRESIDENT FOR ADVANCEMENT OPERATIONS**

**POMONA COLLEGE**

**Claremont, California**

[Pomona College](#)



The Aspen Leadership Group is proud to partner with Pomona College in the search for an Assistant Vice President for Advancement Operations.

The Assistant Vice President for Advancement Operations, a senior leadership position within Pomona College's Advancement program, will provide strategic leadership for the college's development infrastructure, lead a successful annual giving strategy, and serve as a key partner to colleagues in Advancement. The Assistant Vice President will utilize data and analytics to drive fundraising success, especially in the context of Pomona College's aspirational comprehensive fundraising campaign that is currently in the planning stage. The Assistant Vice President will be responsible for the strategic design, development, and implementation of operational functions that provide a foundation for Advancement to achieve its goals in fundraising and constituent engagement. The Assistant Vice President will be charged with aligning business support functions, policies and procedures, and technology infrastructure with the strategies, resources, and priorities of Pomona College. The Assistant Vice President will build, sustain, encourage, and support productive relationships with and among colleagues and develop and implement policies, practices, and systems in Advancement Operations.

Established in 1887, Pomona College is a private liberal arts college that offers a comprehensive curriculum, with 48 majors in the arts, humanities, social sciences, and natural sciences. One of the premier liberal arts colleges in the nation, Pomona is a close-knit and diverse community of accomplished scholars, scientists, entrepreneurs, and artists who are passionate about making a difference in the world. There are approximately 1,477 students who come to Pomona from 61 nations and 49 states, as well as the District of Columbia, Guam, and Puerto Rico.

With a student-faculty ratio of 8 to 1, Pomona students work closely with their professors in the classroom, in the lab, and in the field. And its location—within an hour of Los Angeles and the mountains, desert, and beaches—provides countless opportunities for field study, research, and internships.

Almost all students live in one of 14 residence halls on Pomona's 140-acre campus. As the founding member of The Claremont Colleges, a unique consortium of seven colleges and graduate schools, Pomona offers both the advantages of a small liberal arts college and the resources of a large university. Pomona College admits domestic applicants regardless of their ability to pay and then meets the full demonstrated need of all admitted students. Fifty-five percent of students receive financial aid.

## REPORTING RELATIONSHIPS

The Assistant Vice President for Advancement Operations will report to the Vice President for Advancement, Maria Watson and have direct supervision of the Senior Director, Advancement Services; Director, Stewardship; Director, Research, Relationship Management, and Analytics; and Director, Annual Giving. The Assistant Vice President will lead four essential teams: Advancement Services (which includes Records and Gifts, and Business Process, Analytics, and Reporting); Prospect Research, Relationship Management, and Analytics; Stewardship; and Annual Giving. The Assistant Vice President will work closely with the Vice President and the Advancement Senior Leadership Team to establish and communicate the organizational vision and goals (both multi-year and annual).

## FROM THE VICE PRESIDENT

*As one of the leading liberal arts colleges in the world, Pomona College is committed to educating students of exceptional promise. As one of only a handful of institutions in the country that is committed to need-blind admissions, Pomona meets the full demonstrated financial need of all domestic students who enroll. Under President G. Gabrielle Starr's leadership, the college completed the new "Strategic Vision for Pomona College" in May 2020 and we are now preparing for the most aspirational and comprehensive campaign in our history to resource this bold vision. The Assistant Vice President of Advancement Operations will join an advancement team that is driven by data and analytics, and have the opportunity to build on an advancement operations program of success with creativity and entrepreneurialism.*

—Maria Watson, Vice President for Development

## DIVERSITY, EQUITY, AND INCLUSION

Pomona College is committed to advancing the diversity of its community. Its campus, like many others across the nation, is navigating a critical turning point on issues of diversity and inclusivity. As a globally recognized institution in Southern California—a region at the forefront of diversity, openness and innovation—it must lead the way.

A diverse student body and curriculum gives Pomona students unique and important opportunities for intellectual, emotional, and ethical growth. It provides them with the necessary tools to face the challenges of today's world—political divisiveness, social upheaval, and structural inequities—creatively and to build communities and organizations that are open, vibrant, and diverse.

Education is an important mechanism for addressing historical injustices and for grappling with contemporary inequities. Placing diversity at the center of the college's educational mission means providing leadership in social change and modeling what such change looks like.

Pomona's students come from all 50 states (as well as the District of Columbia, Guam and Puerto Rico) and 61 nations. Half identify as domestic students of color and more than 17% are in the first generation of their family to attend a four-year college or university.

Pomona believes numbers alone do not indicate success in achieving a dynamically diverse community. The college places great importance on providing resources and energy toward enhancing a campus culture in which all students, faculty, and staff feel welcome and supported.

It is not only an ethical, but also a financial commitment. The President's Advisory Council on Diversity (PACD) developed the 2015 strategic plan on diversity, [\*Lighting the Path to 2025: A Vision for Diversity\*](#).

## **PRIMARY RESPONSIBILITIES**

The Assistant Vice President for Advancement Operations will

- lead and supervise the Advancement Operations team toward the achievement of overall success for the college while maintaining an efficient and collegial work environment;
- oversee division-wide strategic planning and implementation based on data-driven recommendations, and provide direction and guidance to advancement colleagues on strategic priorities and projects;
- provide clear direction and oversight of all Advancement operations including oversight of donor database management, gift and biographical records management, gift processing and accounting, data science, predictive analytics, and reporting;
- lead a successful stewardship program that strategically identifies donors, particularly leadership level donors, to strengthen their financial support for the college;
- provide strategic vision for prospect research, relationship management, and analytics with business intelligence to support principal and major gift development and solicitation, as well as comprehensive campaign initiatives;
- lead and manage the annual giving program to ensure successful progress toward annual and campaign targets for annual giving, and work closely with the Vice President for Advancement, the Pomona College Board of Trustees, National Chair of Annual Giving, Alumni Board, leadership annual and reunion giving team, senior staff, Deans, faculty, staff, alumni, donors, and parents to develop successful annual giving campaigns;
- oversee dynamic programs that build data-supported, action-driven applications and tools in Raisers Edge and the current CRM database suite of tools, and oversee the RFP, selection, and implementation strategy of new CRM database, as well as online event management and fee processing;
- manage the compliance and ethical standards of Advancement Operations in accordance with the Internal Revenue Service (IRS), the Council for the Advancement and Support of Education (CASE), and the Financial Accounting Standards Board (FASB)/the Governmental Accounting Standards Board (GASB);
- oversee the development and implementation of detailed Advancement Division and Campaign budgets consistent with college policies and practices;
- manage the development, implementation, and tracking of the College Advancement strategic plan with the Vice President and senior staff and provide strategic direction and advice to Advancement senior management in matters dealing with personnel and ensure that college human resource procedures are followed;
- serve as Advancement's liaison for college reporting, including the VSE survey, strategic plan, annual institutional indicators, risk assessment surveys, and various miscellaneous college reports;
- assist the Vice President in staffing the Advancement Committee of the Board and all Board-related Advancement activities; and
- serve as a College spokesperson in the area of Advancement as necessary.

## KEY COLLEAGUES



**Maria Watson**

**Vice President for Advancement**

Maria Watson joined Pomona College in 2020 as Vice President for Advancement. As an Executive Officer of the College and reporting directly to the President, Watson oversees Pomona's development, principal and major gifts, gift planning, alumni and parent engagement, advancement services, and advancement communications and events teams. The team of nearly 60 staff raises over \$40 million per year and is currently preparing for the most ambitious campaign in Pomona's history to support the mission of one of the leading liberal arts colleges in the country.

Watson was previously Associate Vice President for Development at the University of Southern California (USC), where she set strategic direction for major gift, regional, and school/unit fundraising initiatives to realize the university's historic \$7.2 billion campaign, "Fas Regna Trojae." She was promoted to AVP of Development in 2014 after her successful tenure building philanthropic support for the university throughout the Northeast as the inaugural director of USC's New York Advancement office since 2011.

Watson brings 25 years of experience in the non-profit sector in fundraising, marketing, and public relations. Prior to the University of Southern California, she served as the Chief Development Officer for WFUV Public Radio, Fordham University in New York. During the course of her career, Watson has also held a number of senior positions in management, marketing, and fundraising in performing arts organizations, including Lincoln Center, New World Symphony, and Brooklyn Philharmonic. She spent seven years in marketing, ultimately as Director of Marketing and Communications for The Chamber Music Society of Lincoln Center. Her career began with the National Endowment for the Arts and Congressional Arts Caucus in Washington, DC.

A native New Yorker, Watson earned a bachelor of musical arts degree from the University of Michigan in Ann Arbor on merit scholarship. She and her husband David live in Claremont. An avid motorcyclist, she is a proud Ducatista on the street and track, and has taken up the futile pursuit of speeding on a race track.



**Cole Maddox**

**Deputy CIO for Enterprise Services and  
Chief Information Security Officer**

Cole Maddox has worked in the information technology field for 27 years. He began his career in technology in 1994 when he joined Netcom Online Services. After helping Netcom build dial-up nodes for a year, Maddox returned to Oglethorpe University to complete his B.A. in Business Administration. Upon graduation, he worked in the private sector for 15 years before returning to his alma mater, Oglethorpe University, to serve as Oglethorpe's Chief Information

Officer. He then joined The Westminster School's as the Chief Technology Officer in 2013.

Maddox joined Pomona College in 2016 as the Deputy Chief Information Officer reporting directly to the Vice President and Chief Information Officer. He oversees the enterprise data systems that support the college's business and education objectives, the consortial student information system, the server and network infrastructure, and desktop imaging. Additionally, Maddox serves as Pomona College's Chief Information Security Officer overseeing the College's cybersecurity infrastructure.

When not working at Pomona, Maddox spends his time with his wife and three children in Rancho Cucamonga. He also serves as the Scoutmaster for a Scouts BSA troop, and he is preparing for a 60+ mile hike this summer, so you will find him on the one of California's many trails most weekends.



**Shahan Sanossian**

**Assistant Vice President, Advancement Communications and Events**

Shahan Sanossian joined Pomona College in 2020 as the Assistant Vice President of Advancement Communications and Events. Reporting to the Vice President of Advancement, he leads advancement's communications and events team whose goals include building relationships, increasing engagement, and generating support for the college's fundraising priorities from donors, alumni, parents, friends, and other audiences. Sanossian also is collaborating with leadership and stakeholders to shape the case for support and other communications for Pomona's next comprehensive fundraising campaign.

Sanossian has more than 12 years of experience in advancement. His previous role was as the Director of Donor Relations and Proposal Development for USC Health Sciences Advancement, where he oversaw stewardship and development communications for USC's medical school, hospitals and biomedical research institutes. Prior to that, he served as the Director of Donor Relations for UCLA's central advancement team.

Sanossian began his career as a journalist, editor and copy writer after earning his bachelor's degree in architecture from Cal Poly, San Luis Obispo, and his master's degree in professional writing from USC.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Pomona College seeks an Assistant Vice President for Advancement Operations with

- a commitment to an information-based, database-centered, prospect management approach to managing the development pipeline;
- management experience including a clearly articulated management philosophy that supports high performance and employee retention;
- knowledge of effective and efficient best practices in prospect research, relationship management, strategy and analytics, stewardship, and annual giving including deep knowledge of best practices regarding managing databases, research programs, strategy, and analytics units;
- knowledge of top-tier development programs and successful fundraising practices;
- familiarity with a variety of the advancement field's concepts and a command of industry standards and procedures;
- exceptional interpersonal and communication skills, a passion for the liberal arts, and a high degree of professionalism and integrity, cultural competency, and sensitivity;
- experience leading and managing diverse functions of Advancement operations, activities, and budgets with strong strategic planning and organizational skills;
- superior technology skills, including an understanding of complex data management tools, technical skill/experience with software development tools, and familiarity with computer programming and statistical software;
- an ability to work independently and as a collaborative executive member in support of the college's strategic vision and the division's annual goals with a high standard of integrity, ethics, and judgment; and

- an ability to facilitate a healthy team-environment, to supervise and inspire employees toward excellence, and to lead by example.

A bachelor's degree is required for this position as is at least fifteen years of leadership experience with increasing responsibility and success managing databases, research programs, annual giving, and/or strategy and analytics units, with a preference for leadership in higher education advancement. An advanced degree in business, information systems, data analytics or organizational design is preferred.

### **SALARY & BENEFITS**

Pomona College offers a competitive and comprehensive salary and package of employee benefits.

### **LOCATION**

Pomona College is located in Claremont, California, 35 miles east of downtown Los Angeles in Los Angeles County. Claremont, the "City of Trees," is a residential community of 35,000 near the foothills of the San Gabriel Mountains. Claremont consistently ranks among the best places to live, in both California and the nation.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Pomona College—to educate students of exceptional promise and to guide their contributions as the next generation of leaders, scholars, artists and engaged members of society to fulfill the vision of the College's founders: to bear their added riches in trust for all.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Assistant Vice President for Advancement Operations, Pomona College.](#)

*To nominate a candidate, please contact Susan Faraone:*

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

*All inquiries will be held in confidence.*