



DIRECTOR OF DEVELOPMENT
SMIDT HEART INSTITUTE
[CEDARS-SINAI](#)
Los Angeles, California



The Aspen Leadership Group is proud to partner with Cedars-Sinai in the search for the Director of Development for the Smidt Heart Institute.

The Director of Development will establish goals and create strategies and objectives for the Smidt Heart Institute programs to drive philanthropy and activities that reflect the priorities of Cedars-Sinai. The Director will propel change by securing major gifts in support of Smidt Heart Institute programs and Cedars-Sinai and achieve short-term and long-term goals for various programs and activities in support of the priorities of Smidt Heart Institute programs and Cedars-Sinai. The Director will create, coach, and drive strategies for successes, opportunities, and challenges, and report on and make recommendations in accordance with the overall portfolio of oversight. The Director will design and implement strategic development plans that represent the organization's priorities, and will use available data to identify prospective donors, cultivate individuals in the prospect pool, maintain a well-designed and documented prospect portfolio, and participate in gift solicitations. The Director will oversee program management for programs in scope and will also provide leadership, guidance, and supervision to a team of professionals and support staff toward the accomplishment of campaign fundraising goals.

Cedars-Sinai is a nonprofit 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 Director of Development, Smidt Heart Institute will report to the Executive Director, Major Gifts, Gregg Simpson. The Director of Development will supervise one full time employee.

FROM THE EXECUTIVE DIRECTOR, MAJOR GIFTS

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 Director of Development, Smidt Heart Institute will play a leading role in establishing philanthropic support for our heart programs that 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 the philanthropic partners that this role will cultivate.

—Gregg Simpson, Executive Director, Major Gifts

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.* As previously mentioned, Cedars-Sinai was voted a Top Hospitals for Diversity by BlackDoctors.org.

PRIMARY RESPONSIBILITIES

The Director of Development for the for the Smidt Heart Institute will

- be responsible for the vision and strategic development of customized strategies to identify and cultivate prospects for the purpose of converting them into donors, volunteers, and advocates of Cedars-Sinai;
- plan, organize, and direct fundraising campaign priorities;
- serve as an expert or lead development professional in Neurosciences programs;
- manage existing and ongoing giving programs and operations, including aspects of planning, gift acknowledgment, gift stewardship, and accounting;
- evaluate solicitation programs and make recommendations for improvement;
- recruit, train, mentor, and supervise gift officers in advancement efforts;
- generate written gift solicitation proposals to prospective high net worth donors;
- conceptualize, develop, provide recommendations, assist, and execute effective strategies to practice moves management and increase fundraising results;
- plan, develop, and manage relationships with major gift prospects and maintain a well-designed and documented 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 practices and procedures are inclusive of interpersonal and cultural diversity;
- cultivate and maintain strong customer relationships and rapport with stakeholders and/or 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 the work of staff to ensure goals and objectives are completed within established budget and deadlines are met; and
- hire, onboard, manage schedules, personnel actions, performance reviews, and performance improvement plans.

LEADERSHIP AND KEY COLLEAGUES

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.

Gregg Simpson

Executive Director, Major Gifts

At Cedars-Sinai, Gregg Simpson leads the major gifts team. Major gifts at Cedars-Sinai staffs all clinical and research physicians, manages most physician referrals, is responsible for physician philanthropy training, and serves as the content experts for the various service lines.

Prior to joining Cedars-Sinai, Simpson served as Associate Chairman and Campaign Manager at Cleveland Clinic for over six years. As a member of the leadership team at the Philanthropy Institute, Simpson managed all aspects of the \$2 billion, *The Power of Everyone* campaign designed to raise research, education, patient care, and capital dollars.

Prior to joining Cleveland Clinic, Simpson held various fundraising and development services positions at Dartmouth-Hitchcock Medical Center and Penn Medicine.

He earned his bachelor's degree from Temple University in Economics.

Eduardo Marbán, MD, PhD

Mark Siegel Family Foundation Distinguished Chair

Executive Director of the Smidt Heart Institute

Professor of Cardiology

Eduardo Marbán, MD, PhD, is an international leader in cardiology and a pioneering heart researcher. His 30-plus years of experience in patient care and research have led to key discoveries in gene and cell therapies for heart disease. Those discoveries have formed the basis for multiple startup companies.

Dr. Marbán's current research areas are using biologically based therapies for cardiac regeneration and biological pacemakers. Each lab member has a specific role in conducting research that will enable the Marbán Lab to translate its work from the bench to bedside. The research, using cardiosphere-derived cells, has demonstrated that the cells are better in their functional repair capacity and in their angiogenic ability to secrete favorable paracrine factors that other cells in clinical use do not. The lab is studying various methods of delivering the cells and determining the immunogenicity of allogeneic stem cells in small and large animal models.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Cedars-Sinai seeks a Director of Development, Smidt Heart Institute with the ability to

- convey and/or receive written/verbal information to/from various audiences in different formats;
- influence and/or negotiate;
- cultivate, solicit, and steward at major gift levels;
- apply working knowledge of deferred vehicles and community/philanthropic resources;
- motivate, monitor, measure, recognize, and improve performance and morale;
- handle multiple demands and/or manage complex and competing priorities;
- use discretion and maintain privacy, confidentiality or anonymity ;
- initiate, plan, design, execute, and monitor projects;
- apply critical thinking to analyze and interpret information and/or data;
- promote and foster participation/collaboration among individuals and groups;
- apply knowledge of business, revenue, and profitability models; and
- analyze, project, and adjust staffing to meet workforce planning needs.

A bachelor's degree is required for this position as is ten years of fundraising or relevant experience in a large complex organization and/or medical healthcare facility with five years in department management with a team of direct reports.

SALARY & BENEFITS

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

LOCATION

This position is located in Los Angeles, California. Most non-patient facing staff are working primarily remotely during the pandemic. They may work on-site periodically as required either by their role and/or their management.

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.

To apply for this position, visit:

[Director of Development, Smidt Heart Institute, Cedars-Sinai.](#)

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com or Ashley Buderus, ashleybuderus@aspenleadershipgroup.com.

All inquiries will be held in confidence.