



DIRECTOR OF ADVANCEMENT
DEPARTMENTS OF OBSTETRICS AND GYNECOLOGY AND PEDIATRICS
UNIVERSITY OF UTAH HEALTH
FLEXIBLE/HYBRID LOCATION (METROPOLITAN SALT LAKE CITY, UTAH)



Aspen Leadership Group is proud to partner with the University of Utah and University of Utah Health in the search for a Director of Advancement, Departments of Obstetrics and Gynecology and Pediatrics.

The Director of Advancement will raise funds for the Departments of Obstetrics and Gynecology and Pediatrics at the University of Utah Health Sciences Center. The Director of Advancement will manage relationships with a portfolio of donors who have the capability to make annual leadership, major, principal, and planned gifts. The Director of Advancement will direct development activities and events involved with the solicitation of donations from individuals, corporations, and foundations including leading and coordinating efforts to solicit and secure gifts of various amounts, including gifts of significant value while developing, planning, and coordinating major gifts, annual giving programs, and planned giving for the Department of Obstetrics and Gynecology. The Director of Advancement will build a robust community of philanthropic support by engaging and involving physician leadership, faculty, administrators, and their care teams. The Director of Advancement will articulate and execute an advancement plan focused on best practices, including goals and metrics, and well-articulated departmental philanthropic priorities, leading to the procurement of private support for clinical, research, and educational areas. While Primary Children's Hospital (run by Intermountain Health) has primary fundraising responsibility for Pediatrics facilities and programs, the Director of Advancement will also have responsibility for raising funds for the Department of Pediatrics, working with resident and fellow alumni on fundraising for research priorities. The Director of Advancement will oversee and steward gifts from Intermountain Health Foundation and other major donors to the department.

Founded in 1850, the University of Utah is the state's public flagship institution and top-tier research university. It is Utah's oldest institution of higher education, and The Spencer Fox Eccles School of Medicine at the University of Utah is Utah's first medical school. The university provides its more than 32,000 students opportunities to grow with over 80 undergraduate majors to choose from, and almost as many minors and certificates. With a motto of *Imagine, then Do*, the university encourages all learners to be active participants in the educational process and to believe that all things are possible. An institution on the rise, Utah Athletics was invited to join the Big-12 due to both its sporting prowess and the university's strong academic and scientific research achievements. It also boasts the lowest tuition among its Big-12 and Big-10 public peers and the lowest student-to-faculty ratio (18:1) of Utah public institutions. With an endowment of approximately \$1.32 billion, there is a strong network of alumni and friends that care deeply about the institution and its continued success.

The University of Utah is classified by the Carnegie Foundation among the 137 research universities with the "highest research activity" in the nation. The University of Utah is a member of the prestigious Association of American Universities, which for more than 100 years has recognized the most outstanding academic institutions in the nation. *U.S. News and World Report* ranks dozens of the university's programs—from computer science to psychology to physics to dance—in the top 100 in the nation. It has also been ranked first for best online college for bachelor's degree programs, best online college for master's degree programs, and best online for doctoral degree programs by *OnlineColleges.com*.

As an institution with a strong business school, *The Princeton Review* has named the university among the top 25 for online M.B.A. programs and entrepreneurship. The University of Utah is also a great place to work, having been ranked third amongst America's best employers for women by *Forbes*.

UNIVERSITY OF UTAH HEALTH

With an annual budget of \$4.8 billion, University of Utah Health is a highly advanced university health system. The faculty practice and students learn among five hospitals and 12 community clinics; a 1,800-member University of Utah Medical Group; a highly-ranked research enterprise encompassing six schools and colleges, including the Schools of Medicine and Dentistry, Colleges of Health, Nursing, and Pharmacy and the Eccles Health Sciences Library; a 245,000+ member health plan; one of the nation's largest reference laboratories, ARUP Laboratories; and numerous institutes and centers reflecting interdisciplinary, professional expertise in over 200 specialties. The foundational collaborative legacy of University of Utah Health is driving its trajectory forward as a highly innovative and integrated health care delivery, research, education, and service organization that is serving as a model for the nation.

The Spencer Fox Eccles School of Medicine at the University of Utah serves as the flagship medical education institution in the Intermountain West, with an impressive legacy of exceptional training and research for generations of physicians, scientists, educators, and health professionals. The medical school plays a central role at the University of Utah and University of Utah Health, one of a small number of academic health centers nationally that are collocated with and under common governance with a comprehensive research university and its significant strengths, including engineering, business, science, social and behavioral science, and many others.

The Spencer Fox Eccles School of Medicine is ranked #15 in Research, #21 in Primary Care, and #6 in graduates practicing in rural areas among public universities. The Spencer Fox Eccles School of Medicine at the University of Utah trains more than two-thirds of Utah physicians, nurses, pharmacists, therapists, and other health care professionals, offering both M.D. and Ph.D. degrees, and its physician assistant program is ranked #4 in the nation (*U.S. News and World Report*).

University of Utah Health continues to open new care facilities on and off campus, including the state-of-the-art Craig H. Neilsen Rehabilitation Hospital. It now treats more patients from Utah and neighboring states than ever before through a growing network of over two dozen regional affiliate hospitals and health systems throughout the Intermountain West. The system provides care for residents of Utah, Idaho, Colorado, Nevada, Montana, and Wyoming, in a referral area encompassing more than 400,000 square miles, 10% of the continental United States.

For 13 consecutive years, Vizient Inc. has ranked University of Utah Health Hospitals and Clinics in the nation's top 10 for quality health care among leading academic medical centers. The only other academic medical center to hold this distinction is the Mayo Clinic. U of U Health achieved the #7 ranking in the nation in 2022.

REPORTING RELATIONSHIPS

The Director of Advancement, Departments of Obstetrics and Gynecology and Pediatrics will report to the Senior Director of Advancement, Heidi Green with input from the Chair of the Department of Department of Obstetrics and Gynecology, Dr. Robert M. Silver and Chair of the Department of Pediatrics, Dr. Angelo P. Giardino.

FROM THE SENIOR DIRECTOR

The University of Utah Office of Advancement is deeply invested in the success of its team. When a new frontline fundraising position is established, like the Director of Advancement for OB/GYN and Pediatrics, an in-depth analysis precedes that decision. As a candidate, you should know that analysis included considerations of readiness, opportunity, and engagement with department leadership, physicians, staff, prospective donors, and existing donors. One example of the readiness for this area to support a full-time fundraiser is that over the last fiscal year, it received over \$7 million in philanthropic gifts—all without a dedicated fundraiser. A second important example is that both department chairs are regularly engaged in philanthropic discussions with potential donors. Top-down leadership in grateful patient fundraising work is invaluable for long-term success.

The leadership within the Office of Advancement also invests in growing you professionally. I am an example of that effort personally with the regular career strategy conversations I have with my supervisor and the growth opportunities experienced. Additionally, the office designates a budget annually for professional conferences of your choice and trains team members utilizing Plus Delta Partners. These opportunities are a tremendous investment in you and your professional growth.

I hope when you consider a new position, you look deeply at the organization's culture. My experience is that culture is as important as monetary compensation and sometimes more important. Our culture at the University of Utah Office of Advancement is based on four core values: belonging, collaboration, empowerment, and integrity. These values are active in our everyday work, and we seek to find candidates for this position who embrace a positive work environment as much as we do at the University of Utah.

Thank you for your interest in this new role. I look forward to discussing this opportunity with you.

—Heidi Green, Senior Director of Advancement

THE UNIVERSITY OF UTAH'S COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION

The University of Utah celebrates the rich diversity of its staff, students, trainees, and faculty, by striving to make its campus a welcoming, inclusive, and anti-racist environment. The ways in which communication takes place should always seek to honor the humanity of each person who crosses paths with the institution, where no one perspective is more worthy than another.

As a part of the University of Utah, University of Utah Health Advancement is deeply committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion (E.D.I.). It embraces this commitment to grow and maintain a diverse, safe, and inclusive workplace culture for all employees in university advancement. With an increasingly diverse population of alumni and donors, it recognizes that nationally the most successful advancement offices employ individuals who can connect with these diverse communities and understand approaches that mirror a broad perspective of cultures, values, and experiences.

The long-term strength and viability of the University of Utah stem from the ongoing E.D.I. practices, and university advancement works intentionally to ensure these efforts are reflected in all aspects of its fundraising and advancement work.

It highly encourages applications from historically underrepresented minority groups, persons with disabilities, persons who have served in the military, and others who would bring additional dimensions of education and experience to the team.

PRIMARY RESPONSIBILITIES

The Director of Advancement, Departments of Obstetrics and Gynecology and Pediatrics will

- in consultation with the Senior Director of Advancement and department leadership, establish the vision and priorities for short- and long-term fundraising goals including setting fundraising objectives that are meaningful, challenging, realistic, and metric and action oriented;
- establish well-defined strategies for a program that includes physician engagement and grateful patient fundraising, major gifts, planned giving, corporate and foundations relations, a robust stewardship program, and alumni engagement;
- develop a strong working knowledge of the Obstetrics and Gynecology and Pediatrics Departments, including initiatives, research, clinical, and operational priorities;
- identify, qualify, cultivate, solicit, and steward grateful patients and their families (including family foundations and donor advised funds), as well as alumni, friends, and other benefactors of the university for both outright and planned gifts as well as appropriate corporate and foundation funding sources;
- plan, implement, and manage a major gift fundraising program to meet departmental priorities by
 - working closely with the Senior Director of Advancement to establish major gift and annual fundraising goals based upon assessment of the qualified donor portfolio and the departments' defined priorities;
 - identifying and evaluating the giving potential of prospects while developing innovative strategies for cultivation and solicitation;
 - developing, in consultation with the Senior Director, an annual work plan, a schedule of fundraising goals and proposals to be presented, and planned visits in accordance with institutional standards;
 - scheduling and arranging on-site and off-site regional meetings and cultivation recognition events such as chair and laboratory dedications, cultivation, and stewardship visits to major gift donors and prospects, developing agendas and coordinating the participation of faculty, administration leaders, and volunteers;
 - personally communicating with and visiting major prospects and donors;
 - working with the Director of Legacy Giving to provide information on specific devices for giving, both current and deferred, to maximize gift and tax benefits;
 - preparing or directing the preparation of leadership, principal, and major gift proposals, solicitations, cultivation materials, and stewardship information for major gift prospects and donors;
 - identifying, enlisting, motivating, guiding, and supporting faculty and volunteers for participation in major gift solicitations;
 - managing and staffing volunteer advisory boards;
 - providing education and training to faculty and volunteers about the dynamics of major gift fundraising; and

- leading and engaging in special event planning, including the coordination of virtual and hybrid events; and
- communicate routinely and effectively with the Senior Director of Advancement, the Senior Executive Director, Chief Philanthropy Officer, department leadership, and other senior leaders who are actively involved with pending and outstanding solicitations with major benefactors;
- work collaboratively with the University of Utah's academic fundraising team and other university fundraising professionals to support donors whose philanthropic interests span research, education, and health care;
- develop and implement programs related to public relations, communication, training, and alumni engagement including working with department marketing staff; and
- support the discovery, qualification, cultivation, and stewardship of School of Medicine alumni, supporting annual giving efforts, and coordinating events for alumni and institutional advancement.

LEADERSHIP

Dr. Michael Good

Chief Executive Officer, University of Utah Health

Dean, Spencer Fox Eccles School of Medicine at the University of Utah

Senior Vice President of Health Sciences

Dr. Michael L. Good is the CEO of University of Utah Health, the Dean of the Spencer Fox Eccles School of Medicine at the University of Utah, and the Senior Vice President of Health Sciences. Dr. Good works to assure the professional and educational success of the talented faculty, staff and students who make University of Utah Health one of the nation's premier centers of academic health sciences.

Prior to coming to University of Utah, Dr. Good served as Dean of the University of Florida College of Medicine, where he maintained a strong focus on teams, faculty, and students. A professor of anesthesiology, Dr. Good is also a noted inventor. Early in his academic career, he led a team of UF physicians and engineers to create the Human Patient Simulator, a sophisticated computerized teaching tool that is now used in health-care education programs throughout the world.

Dr. Good graduated with distinction from the University of Michigan with a bachelor's degree in computer and communication sciences. He also earned his medical degree from Michigan and moved to Gainesville in 1984 to complete residency training in anesthesiology and a research fellowship at the University of Florida. He joined the UF College of Medicine faculty in 1988. In his 30 years on the faculty, Dr. Good has held numerous leadership positions at UF and its clinical affiliates. His leadership experience also extended to the Malcom Randall VA Medical Center and the North Florida/South Georgia Veterans Health System, where he served as chief of staff and system medical director, respectively.

Dr. Good is a member of the American Medical Association, and the American Society of Anesthesiologists. He currently serves on the Board of Directors for University of Utah Hospitals & Clinics and ARUP Laboratories.

Robert M. Silver, MD

Chair, Department of Obstetrics and Gynecology

Robert M. Silver, MD is a Professor of Obstetrics and Gynecology at the University of Utah Health Sciences Center who joined the University of Utah Maternal-Fetal Medicine Division after completing his fellowship there in 1994. He is serving as the Chief of the Division of Maternal-Fetal Medicine and as Co-Director of Labor and Delivery at the UUHSC.

Dr. Silver's clinical and research interests include recurrent pregnancy loss and stillbirth, cesarean delivery, placenta accreta, vaginal birth after cesarean delivery, immunologic diseases in pregnancy, and medical disorders in pregnancy.

Angelo P. Giardino, MD, PhD, MPH

Wilma T. Gibson Presidential Professor and Chair of the Department of Pediatrics

Angelo P. Giardino, MD, PhD, MPH, is the Wilma T. Gibson Presidential Professor and Chair of the Department of Pediatrics at the University of Utah's School of Medicine and Chief Medical Officer at Intermountain Primary Children's Hospital in Salt Lake City, Utah. He received his medical degree and doctorate in education from the University of Pennsylvania, completed his residency and fellowship training at the Children's Hospital of Philadelphia (CHOP), and earned a master's in public health from the University of Massachusetts.

Dr. Giardino is a member of the American Academy of Pediatrics Committee on Child Health Finance. He is a recipient of the Fulbright & Jaworski Faculty Excellence Award at Baylor College of Medicine and the 2013 Healthcare Advocacy Award from Doctors for Change in Houston. His academic accomplishments include published articles, chapters, and textbooks on child abuse and neglect, contributions to several national curricula on the evaluation of child maltreatment, and presentations on a variety of pediatric topics at both national and regional conferences.

Heidi Green

Senior Director of Advancement, University of Utah Health

Heidi Green joined the Office of Advancement at University of Utah Health in 2016 and has grown professionally, leading multiple teams. For nearly three years, Green has led the fundraising work for the Cardiovascular Initiative and overseen teams for the Department of Surgery, Department of Neurology, Department of Neurosurgery, and now the Departments of OB/GYN and Pediatrics. Additionally, Green co-leads the campus-wide Advancement Core Values Committee. Previous roles at University of Utah Health include managing the donor relations and events team and leading the fundraising and communications staff for the School of Dentistry.

Before joining the University of Utah, Green spent a combined 15 years in fundraising at two prominent children's hospitals, Nationwide Children's in Columbus, Ohio, and Intermountain Primary Children's in Salt Lake City. Her work involved multiple capital campaigns, annual giving, events, major gifts, and leading teams.

PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Utah and University of Utah Health seek a Director of Advancement, Departments of Obstetrics and Gynecology and Pediatrics with

- a commitment to the mission of University of Utah Health—to serve the people of Utah and beyond by continually improving individual and community health and quality of life achieved through excellence in patient care, education, and research;
- an ability to establish, cultivate, and steward meaningful relationships with donors;
- knowledge of fundraising best practices, alumni relations, copywriting, editing, event planning, interviewing, and reporting;
- an ability to perform the essential functions of the position as outlined;
- exceptional interpersonal skills and an ability to work well with people at all levels of an organization, across a diverse range of educational and social backgrounds, and to demonstrate honest respect for each individual;

- a broad understanding of multi-faceted campaign planning, implementation, and management;
- experience in grant or proposal writing, public speaking, a background working with print and/or electronic media, and an understanding of higher education fundraising practices;
- an understanding of corporate and foundation fundraising and gift planning vehicles; and
- an understanding of physician engagement and grateful patient programs.

University of Utah Health will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least six years of progressively responsible experience in institutional development or advancement, preferably in academic medicine, with an emphasis on cultivating and soliciting major gifts, is preferred.

SALARY AND BENEFITS

The salary range for this position is \$100,000 to \$125,000 annually. University of Utah and University of Utah Health offer a comprehensive [package of benefits](#).

LOCATION

The University of Utah and University of Utah Health are in Salt Lake City, Utah. This role provides an opportunity for a flexible hybrid (2-3 days on-site and 2-3 days remote weekly) work environment.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the University of Utah Health as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Advancement, Departments of Obstetrics and Gynecology and Pediatrics, University of Utah Health](#).

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspingleadershipgroup.com.

All inquiries will be held in confidence.