



EXECUTIVE VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT

THE ASPEN INSTITUTE

Flexible – Washington, D.C. (preferred)

[The Aspen Institute](https://www.aspeninstitute.org)



The Aspen Leadership Group is proud to partner with the Aspen Institute in the search for an Executive Vice President for Institutional Advancement.

The Executive Vice President for Institutional Advancement is a critical role ideally suited for a transformational philanthropic leader who is eager to help advance the mission of the Aspen Institute at a time when it is poised to build upon its legacy of impact and drive change in new ways towards solving society's greatest challenges. As a member of the Institute's Senior Executive Team—which leads all strategic, operational, and management functions of the Institute—the Executive Vice President will serve as a key partner to the President and CEO in developing the reach and impact of the Institute.

The Executive Vice President will lead the Institute's Office of Institutional Advancement (OIA), which includes principal and major gift fundraising, corporate and foundation relations, annual giving and membership programming through the Institute's Society of Fellows, planned giving, trustee engagement, major events, stewardship, research, gift accounting, and Advancement Communications. The Executive Vice President will commit to working tirelessly to advance the principles of diversity, equity, inclusion, and anti-racism across the Institute—externally and internally—including in the recruitment, compensation, training, and advancement of staff. The Executive Vice President will manage a principal gifts prospective donor portfolio, staff the Board of Trustees' Advancement Committee, and work closely with the full Board.

In addition to their role overseeing OIA and serving as chief fundraiser for the Institute, the Executive Vice President will play a lead coordination and strategy role across the organization in supporting program-led and program-specific fundraising, strategic partnerships, and Advancement best practice sharing among programs and their directors. Given the Institute's decentralized structure and the lead role that many program directors play in fundraising for their work, the Executive Vice President must be collaborative, innovative, and flexible in their approaches while also ensuring coordination and coherence in fundraising across the organization. The Executive Vice President will also be asked to evaluate whether a significant fundraising campaign may be feasible for the Institute in the near future.

ABOUT THE ASPEN INSTITUTE

The Aspen Institute is a global nonprofit organization committed to realizing a free, just, and equitable society. Founded in Aspen, Colorado, in 1949 as the Aspen Institute for Humanistic Studies, the Institute drives change through dialogue, leadership, and action to help solve the most important challenges facing the United States and the world. It brings together thoughtful people with diverse backgrounds and points of view, cultivates and supports values-based, purpose-driven leaders in many communities, and turns ideas into action and impact for individuals and society. The Aspen Institute has earned a reputation for gathering diverse, nonpartisan experts, creatives, scholars, and grassroots leaders to address some of the world's most complex problems. Its goal is always to have an impact beyond the convening space, and to provoke, further, and improve actions taken in the world.

With its Washington, DC headquarters, Aspen campus, network of international partners, nearly 500 staff, and dozens of programs, the Aspen Institute has significant reach, vast networks, and a track record of success. Its 20+ Policy Programs use the tools of convening, leadership development, network building, practice sharing, and collective impact to drive change in crucial issue areas ranging from educational excellence to economic opportunity and from climate change to national security. Its Leadership Programs and the fellowships of the Aspen Global Leadership Network cultivate the next-generation of values-based, purpose driven change-makers across sectors and ground their work in the Institute's Executive Seminar, which dates to its founding. Its Public Programs—anchored by the signature Aspen Ideas Festival—bring people together to elevate breakthrough ideas and inspire progress on the most pressing challenges facing our world.

This scope and depth—developed over decades of growth and innovation—has afforded the Aspen Institute an international reputation for excellence in convening, leadership development, and the dissemination of transformational ideas. In the coming years, the Institute seeks to build on this foundation by elevating, amplifying, and integrating its strongest assets in pursuit of even deeper impacts for people and communities.

Recently, the Institute has launched new initiatives focused on criminal justice reform, science and society, economic inclusion, grassroots and community leadership, and more. In the Roaring Fork Valley of Colorado, where the Institute was founded and where it maintains its Aspen Meadows campus, it has broadened its partnerships with the local community through the Hurst Community Initiative and deepened its connection with its aesthetic and cultural heritage through the creation of a \$20 million educational facility and creativity corridor including the newly-constructed Resnick Center for Herbert Bayer Studies, which houses the Institute's growing Bauhaus art collection. To respond to one of the most urgent challenges of our time, the Institute created the Aspen Partnership for an Inclusive Economy (APIE) in 2019 with a founding partner, the Mastercard Center for Inclusive Growth, and a \$26 million multi-year commitment from Mastercard. Through APIE, the Institute is bringing together its networks and programs with a diverse range of public, private, and nonprofit leaders to help reconstruct the global economy so that it drives greater security, opportunity, and resilience for all.

In these undertakings, as in all of its efforts, the Aspen Institute possesses a deep sense of humanistic optimism and the motivation it fuels to make a difference. It does its work because it is committed to driving change toward a free, just, and equitable society. That is its purpose, and it pursues it relentlessly in everything it does.

REPORTING RELATIONSHIPS

The Executive Vice President for Institutional Advancement will report to the President and Chief Executive Officer, Daniel R. Porterfield. The Executive Vice President will oversee a team of 20 professionals in OIA and a budget of approximately \$7 million. In their management capacity, the Executive Vice President will empower and motivate staff through active communication, coaching, and honest and constructive feedback with an unwavering commitment to diversity, equity, and inclusion and its value to successful teams and organizations. There is an expectation and anticipation that the staff of OIA will grow as the Institute emerges from the somewhat restricted budget environment necessitated by the impacts of the COVID-19 pandemic.

FROM THE PRESIDENT AND CEO

The search for our next Executive Vice President for Institutional Advancement could not come at a more pivotal time—for the Institute and for society—and I believe the opportunities for difference-making through this position are truly unique across the nonprofit sector.

This crucial role will serve as a partner to me as President and CEO in leading a philanthropic and management strategy for the Aspen Institute that leverages our distinct and inspiring heritage, strong reputation and brand, expansive and influential programs, and nearly unparalleled network of partners and supporters to drive transformational social change at a time of profound need for our country and the world. We are seeking—and I am excited to work with—a philanthropic leader with the energy, ambition, and vision to help take our work to the next level of impact.

The ideal candidate for this position will be an outstanding development professional with a demonstrated track record as a fundraiser, organizational leader, strategist, and cultivator of major eight-figure and higher investments. We will work together to develop a first-class, comprehensive philanthropy program appropriate for the Institute's decentralized structure and the lead role that our two-dozen program directors play in fundraising for their work, help engage a remarkable Board of Trustees in the strategic development of major concepts that will make a difference in the world, and build a culture of philanthropy across the Institute and our programs.

Thank you for your consideration of this singular and exciting opportunity.

—Daniel R. Porterfield, President and CEO

THE ASPEN INSTITUTE'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM

The Aspen Institute was founded in 1949 in a moment of humanistic optimism after a period of world war, genocide, and nuclear devastation. In the year after its founding, its first trustees stated that the essence of the Institute's ideals "is the affirmation of [human] dignity."

The Aspen Institute's enduring purpose, in the service of human dignity, is to drive change toward a free, just, and equitable society—domestically and around the globe. This requires it to live the values of diversity, equity, inclusion, and anti-racism in everything it does.

Fulfilling its mission also means working to better understand and acknowledge America's long history of racism and systemic injustice and embracing its responsibility to address and transform these realities both within the organization and in society at large. It must continually examine its history, internal culture, and practices, and be committed to holding itself accountable. Its mission calls on it to recognize,

value, and celebrate the identities, experiences, agency, and perspectives of all people. By fostering a community of diverse talents, voices, and backgrounds—which requires constant commitment—it lives and renews its mission and values.

To achieve its mission, the Institute commits to working proactively to advance the principles of diversity, equity, inclusion, and anti-racism across its myriad endeavors—from program design, policy development, convenings, network-building, and leadership initiatives to internal matters such as the recruitment, compensation, training, and advancement of staff.

This commitment is both deeply enriching and unavoidably challenging, requiring inclusive dialogue, open-mindedness, reflection, evaluation, and change on profound matters of identity and justice. The steps needed for progress are not always clear and people of principle may not always agree about the best path forward. Bias, privilege, power imbalances, racism, and discrimination are pervasive factors that can be difficult to confront—within society, within institutions, within others, and within ourselves. Meeting this challenge requires leadership, staff, and all members of the community to engage thoughtfully with one another and always promote diversity, equity, inclusion, and anti-racism. Doing so enhances both the impact of the Institute's work and the quality of the workplace.

As a result, the Institute understands that living its commitment to diversity, equity, inclusion, and anti-racism is not work for one time, but for all time, for the good of all and in service to the enduring mission of the Aspen Institute. It embraces this commitment to addressing injustices with humility, optimism, and determination—now and always.

PRIMARY RESPONSIBILITIES

Institutional Leadership

The Executive Vice President for Institutional Advancement will

- partner with the President and CEO on the development of all aspects of the Institute's mission, strategy, and operations;
- lead all aspects of Advancement strategy, goal-setting, and operations;
- staff and coordinate the Advancement Committee of the Institute's Board of Trustees and develop philanthropic engagement strategies for all trustees;
- serve as a member of the Senior Executive Team (SET), which provides leadership on all aspects of institutional management and decision-making; lead and serve on task forces and working groups focused on organizational needs and priorities; and partner with other members of SET on the Institute's brand development, stakeholder engagement, outreach strategies, and major programs;
- contribute to and coordinate among the major philanthropic efforts of the Institute's programs and divisions; facilitate introductions of prospective funders to program leaders; and provide training and staff development opportunities to program staff;
- serve as a key partner to the Vice President for Strategic Development and program leaders in the exploration, design, and launching of major concepts and strategic initiatives, particularly by securing major gifts to enable their success;
- serve as a key partner to the Vice President for Communications and Marketing in advancing the brand of the Aspen Institute in the public space, including ensuring close coordination on messaging and audience cultivation;
- work with the President and CEO, SET, Board of Trustees, and program leaders to create and lead major fundraising campaigns to support Institute strategic priorities;
- oversee publication of the Institute's annual public disclosure report; and

- help foster a culture of philanthropy at the Aspen Institute that fully engages the Institute's various constituencies and stakeholders in a deep and meaningful way.

Leadership and Management of the Office of Institutional Advancement

The Executive Vice President for Institutional Advancement will

- lead the OIA team in all aspects of goal-setting and performance;
- serve as the principal gift officer to a select portfolio of donors with extraordinary financial capability;
- ensure excellent staffing of the President and CEO and other Institute leaders as needed for engagements with major donors;
- ensure excellence in all aspects of development, including major gift strategy, corporate and foundation relations, planned giving, stewardship, planning, research, and best-in-class gift accounting;
- ensure excellence in programming for and stewardship of the Society of Fellows, the Institute's global community of donors;
- ensure excellence of major OIA-run events, including the Sumer Celebration and Annual Awards Dinner as well as the reimagining of these and the design of new major celebration and cultivation opportunities;
- actively work to build new pipelines and expand the donor base of the Institute by identifying new constituencies, utilizing new tools, and creating new methods of securing philanthropic support beyond the Institute's large and generous Board of Trustees;
- build on existing pilot projects like the Institute's Corporate Sponsorship Program to engage significant philanthropic entities in the work of the Institute;
- in partnership with the Institute's Communications Department, oversee the development of a strategy to grow opportunities for digital philanthropy and audience engagement to increase awareness and support for the Institute overall;
- continuously assess and seek to improve the internal workings of OIA to ensure overall effectiveness and efficiency and to ensure awareness of new trends and skills in the advancement field; and
- oversee the people and work of OIA and ensure that its overall management is aligned to Institute expectations and policies by ensuring staff have clear roles and responsibilities, all Institute policies are promoted and followed, sound budgeting and financial management practices are undertaken, risks are appropriately managed, and all department practices reflect the Institute's commitment to promoting an equitable and inclusive work environment.

LEADERSHIP AND KEY COLLEAGUES

Daniel R. Porterfield

President and Chief Executive Officer

Daniel R. Porterfield is President and CEO of the Aspen Institute. He has been recognized as a visionary strategist, transformational leader, devoted educator, and passionate advocate for justice and opportunity. At the Aspen Institute, Porterfield has worked to build upon the organization's legacy of societal influence and commitment to human dignity while positioning it for a future where it can make its most profound and lasting impacts.

Prior to leading the Aspen Institute, Porterfield served for seven years as the President of Franklin & Marshall College, a national liberal arts college founded by Benjamin Franklin in 1787. Under his leadership, Franklin & Marshall set records for applications, fundraising, and fellowships; developed

cutting edge new centers for student wellness, career services, and faculty excellence; and constructed a new athletics stadium and visual arts center.

Porterfield led Franklin & Marshall in the development of the Next Generation Initiative talent strategy, through which the College strengthened its academic excellence and competitiveness by tripling its percentage of incoming low-income students and more than doubling its percentage of domestic students of color. For this work, Porterfield and Franklin & Marshall received national recognition and visibility, including high-profile coverage in *The Washington Post* and *The New York Times*, on the PBS NewsHour, and at several White House summits of educational leaders. The Next Generation Initiative also helped to galvanize the creation of a national project of the Aspen Institute's College Excellence Program, the American Talent Initiative (ATI). Funded by Bloomberg Philanthropies, the ATI has a national goal of enrolling 50,000 more high-achieving low-income students in leading institutions by 2025.

Before assuming the presidency at Franklin & Marshall, Porterfield served as Senior Vice President for Strategic Development and as an award-winning professor of English at his alma mater, Georgetown University. In this role, he led Georgetown's institutional positioning, strategy formation, communications, government relations, community relations, and intercollegiate athletics. He also spearheaded the University's relationship with Washington, D.C. Public Schools and founded a number of Georgetown programs for immigrant children, D.C. students, and marginalized youth.

Prior to coming to Georgetown in 1997, Porterfield served for four years as communications director and chief speechwriter for the U.S. Secretary of Health and Human Services.

Porterfield has received awards and recognitions from the KIPP Foundation, the "I Have A Dream" Foundation, the Posse Foundation, and the Kaplan Educational Foundation. He serves on the National Board of Directors of Teach For America and on the board of the Education Trust, and is a former trustee of the College Board. He was named a White House Champion of Change in 2016 and was elected to the American Academy of Arts and Sciences in 2020.

Porterfield earned B.A. degrees from Georgetown and Oxford—where he was a Rhodes Scholar—and his Ph.D. from The City University of New York Graduate Center, where he was awarded a Mellon Fellowship in the Humanities and wrote his dissertation on the poetry of American prisoners. He has been awarded honorary degrees from Wake Forest University, Miami Dade College, Queens University of Charlotte, Elizabethtown College, and Mt. Aloysius College.

A native of the City of Baltimore, where he was raised by a single mother at the height of the civil rights movement, Porterfield and his wife, attorney Karen A. Herrling, live in Virginia and have three children.

Maria Laura Acebal

Vice President for Strategic Development

Maria Laura Acebal serves as the Aspen Institute's Vice President for Strategic Development. She is responsible for guiding Institute-wide strategic planning; helping to lead development of specific initiatives and partnerships; and stewarding the Institute in building sustainable structures and practices to ensure excellence far into the future.

Acebal has more than twenty-five years of professional experience as a nonprofit executive, strategic business consultant, and litigation attorney. Former employers include the law firm Williams & Connolly and the consulting firm McKinsey & Company. Prior to joining the Aspen Institute, Acebal led the youth division for North America at the global nonprofit Ashoka—a pioneer in the field of social entrepreneurship. She also founded an organization to promote food allergy safety in schools, camps, and daycares. Like many founders, Acebal set out to solve a social problem that deeply touched her

personal life. A few years later, she became CEO of the largest food allergy nonprofit in the country, the Food Allergy & Anaphylaxis Network (now known as FARE). Acebal serves on a number of nonprofit boards and was appointed by the Secretary of Health and Human Services to serve on two advisory councils to the National Institutes of Health.

Acebal earned her J.D. from Yale Law School and her B.A. in Mathematics, *summa cum laude*, from Duke University where she was an A.B. Duke Scholar. She was born in La Plata, Argentina and currently lives in Washington D.C. with her husband, the Honorable Carl Nichols, and their three children.

Vivian Schiller

Executive Director, Aspen Digital

Vivian Schiller joined the Aspen Institute in January 2020 as Executive Director of Aspen Digital, which empowers policymakers, civic organizations, companies, and the public to be responsible stewards of technology and media in the service of an informed, just, and equitable world.

A longtime executive at the intersection of journalism, media, and technology, Schiller has held executive roles at some of the most respected media organizations in the world. Those include: President and CEO of NPR; Global Chair of News at Twitter; General Manager of NYTimes.com; Chief Digital Officer of NBC News; Chief of the Discovery Times Channel, a joint venture of *The New York Times* and Discovery Communications; and Head of CNN documentary and long form divisions. Documentaries and series produced under her auspices earned multiple honors, including three Peabody Awards, four Alfred I. DuPont-Columbia University Awards, and dozens of Emmys.

Schiller is a member of the Council on Foreign Relations; and a Director of the Scott Trust, which owns The Guardian.

Robert Hurst

Trustee

Managing Director, Crestview Advisors, LLC

Robert Hurst is a Managing Director at Crestview Partners. He retired as Vice Chairman of Goldman Sachs in June 2004. At Goldman, Hurst spent 30 years in a variety of leadership positions, including head of the Investment Banking Division from 1990 to 1999. Following Goldman's IPO, Hurst became a Director and focused on firm-wide matters in addition to client responsibilities. Hurst is a Director of VF Corporation and Chairman of AirClic Inc. and has served on the boards of directors of other public and private companies, including USF&G, Constellation Power and Sigma Chemicals. He has been active in the nonprofit sector and currently serves as President of the Board of the Whitney Museum of American Art; as a member of the Board of Overseers of the Wharton School; as a member of the Trustees' Council of the National Gallery of Art; as a trustee of the Central Park Conservancy; and a former trustee of the Henry Street Settlement. He is a member of the Council on Foreign Relations and a member of the Committee for Economic Development. He also was founding CEO of the 9/11 United Services Group, the coordinating arm for 13 social service agencies, including the Red Cross, involved in the relief activities for September 11th. Hurst received an M.B.A. from the Wharton School at the University of Pennsylvania in 1968 and an undergraduate degree from Clark University in 1966. He did additional graduate work as a Public Finance Fellow at the University of Pennsylvania.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Aspen Institute seeks an Executive Vice President for Institutional Advancement with

- a deep appreciation for and commitment to the values, ethos, history, and mission of the Aspen Institute;
- successful leadership of Advancement teams at an organizational level, working directly with CEOs and Boards, setting and hitting ambitious fundraising goals, and developing and promoting strategic initiatives;
- an unwavering commitment to diversity, equity, inclusion, and anti-racism; experience leading diverse teams and promoting an equitable and inclusive environment where all team members are valued, and have clear roles and responsibilities aligned to team goals;
- experience securing transformational and major gifts;
- experience sustaining trustful relationships with major philanthropic partners and high net worth individuals;
- experience leading successful fundraising campaigns for large nonprofit organizations and securing major gifts for capital projects and endowments;
- a vision for the importance of philanthropy to improve the human condition, and enthusiasm for the mission and values of the Aspen Institute;
- outstanding written and verbal communications skills and experience making successful philanthropic pitches and presentations; and
- experience managing budgets, establishing strategic goals, overseeing the development of workforce strategies, and aligning resources to priorities.

A bachelor's degree is required for this position as is at least fifteen years of management experience, ideally in a complex nonprofit or other mission-driven environment.

SALARY AND BENEFITS

The Aspen Institute offers a competitive salary and [benefits package](#).

LOCATION

The preferred location for this position is Washington, D.C. or the Washington, D.C./New York City corridor year-round and Aspen, Colorado in the summer months (required).

APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[*Executive Vice President for Institutional Advancement, The Aspen Institute.*](#)

To nominate a candidate, please contact Ron Schiller:

[*ronschiller@aspenleadershipgroup.com.*](mailto:ronschiller@aspenleadershipgroup.com)

All inquiries will be held in confidence.