



**EXECUTIVE DIRECTOR OF DEVELOPMENT, GIFT PLANNING**  
**UNIVERSITY OF CALIFORNIA SAN DIEGO**  
San Diego, California  
[University of California San Diego](https://www.ucsd.edu)



The Aspen Leadership Group is proud to partner with the University of California San Diego in the search for an Executive Director of Development, Gift Planning.

The Executive Director of Development, Gift Planning will have responsibility for the comprehensive leadership and management of the entire Gift Planning Team, including providing specialized and effective gift planning leadership during all phases of the current and any future comprehensive campaigns. The Executive Director will provide strategic planning for the Office of Gift Planning (OGP) and will position the OGP as an integral component of annual fundraising success. The Executive Director will ensure the OGP meets a campaign goal in excess of \$170,000,000, and will serve as the senior development officer responsible for collaborating with development colleagues across campus to identify, cultivate, solicit, negotiate, and steward principal, major, and gift planning donors and prospects, including, but not limited to proposal preparation, gift analysis, prospect tracking, management and stewardship, and implementing strategic marketing. In addition, the Executive Director will serve as the primary point of contact for trust and estate transactions, including the management and administration of the trust and estates portfolio, providing accurate and effective legal analysis as needed to protect the university's interests.

UC San Diego was founded in 1960 as a forward-thinking research institution for graduate and undergraduate study. Scripps Institution of Oceanography, established in 1903 and now a division of the university, served as a catalyst for UC San Diego's initial growth. Today, the campus has evolved to encompass six academic divisions and six graduate and professional schools. In addition, all undergraduates enroll in one of seven colleges—each with distinct neighborhoods, residence facilities, staff, traditions, and general education requirements.

A billion-dollar research enterprise, UC San Diego is situated in the heart of one of the most densely concentrated innovation hubs in the nation. UC San Diego is a unique place where fresh ideas are translated into solutions that nurture the physical and economic well-being of the planet—from wireless health technologies and unlocking the mysteries of the human brain to developing sustainable methods of food and energy production. Entrepreneurism thrives with nearly a dozen incubator resource centers on campus. UC San Diego's research has helped launch licensed start-ups—more than 1,000 companies around the world use or have used technology created there, providing hundreds of jobs and fueling acquisitions by tech giants like Cisco and Apple. UC San Diego is the nation's 4<sup>th</sup> strongest public university in start-up creation and 7<sup>th</sup> in the nation for patents.

At UC San Diego, challenging convention is its most cherished tradition. Through the *Campaign for UC San Diego*—a university-wide comprehensive fundraising effort concluding in 2022—UC San Diego is enhancing student support, ensuring student success, transforming its campus, connecting to its community, and redefining education on a global scale.

## **REPORTING RELATIONSHIPS**

The Executive Director of Development, Gift Planning will report to the Associate Vice Chancellor, Advancement Operations & Campaign, Elizabeth Hendryx-Powell and will serve as a critical member of the Advancement Operations & Campaign Senior Management Team.

## **FROM THE ASSOCIATE VICE CHANCELLOR**

*Thank you for your interest in the Executive Director of Development, Gift Planning position and in becoming a member of the UC San Diego Advancement team. The Executive Director fulfills a significant role in Advancement at UC San Diego, creating and executing a strategic vision for planned giving at UC San Diego that positions the university for philanthropic success as we close our historic \$2 billion+ Campaign for UC San Diego and begin planning for the next exciting adventure! The successful candidate will have the opportunity to lead our planned giving efforts and build on our current strengths to achieve a collaborative, interdisciplinary, and fully integrated approach to transformative fundraising. The Executive Director will leverage a team of talented planned giving specialists to amplify what is possible when the art and science of fundraising come together in one remarkable place. With an Advancement team of over 300 dedicated professionals, the ability to work across multiple functional lines to maximize impact while honoring individual expertise will set the successful candidate up for long term success. UC San Diego prides itself on challenging convention; since its inception the university has been shaped by exceptional scholars who aren't afraid to take risks and redefine conventional wisdom. The Executive Director will embody this fearless approach and will chart a course for the future embodied by our mission to transform the student experience, our campus and, ultimately, the world. We are confident that this opportunity is truly unique and will be a challenging and rewarding professional experience. We look forward to beginning conversations with highly qualified candidates.*

–Elizabeth Hendryx-Powell, Associate Vice Chancellor, Advancement Operations & Campaign

## **DIVERSITY, EQUITY, AND INCLUSION**

The University of California, San Diego is dedicated to learning, teaching, and serving society through education, research, and public service. Its international reputation for excellence is due in large part to the cooperative and entrepreneurial nature of the UC San Diego community. UC San Diego faculty, staff, and students are encouraged to be creative and are rewarded for individual as well as collaborative achievements. To foster the best possible working and learning environment, UC San Diego strives to maintain a climate of fairness, cooperation, and professionalism. These principles of community are vital to the success of the university and the well-being of its constituents. UC San Diego faculty, staff, and students are expected to practice these basic principles as individuals and in groups.

The university values each member of the UC San Diego community for their individual and unique talents, and applauds all efforts to enhance the quality of campus life. It recognizes that each individual's effort is vital to achieving the goals of the university. It affirms each individual's right to dignity and strives to maintain a climate of justice marked by mutual respect for each other. It values the cultural diversity of UC San Diego because it enriches lives and the university. It celebrates this diversity and supports respect for all cultures, by both individuals and the university as a whole.

UC San Diego is a university that adapts responsibly to cultural differences among the faculty, staff, students, and community. It acknowledges that society carries historical and divisive biases based on race, ethnicity, sex, gender identity, age, disability, sexual orientation, religion, and political beliefs.

Therefore, it seeks to foster understanding and tolerance among individuals and groups, and it promotes awareness through education and constructive strategies for resolving conflict.

The university takes an active approach to cultivating a welcoming environment for all because excellence is only attainable when everyone is included, respected, and empowered. It is committed to providing a workplace free of discrimination and harassment.

To foster the best possible working environment in alignment with the [UC San Diego Principles of Community](#), Advancement employees strive to cultivate a rich and diverse environment, inclusive of varying social, cultural, economic, and ethnic backgrounds, and those with disabilities. It also encourages the opportunity to build a network of peers through the [UC San Diego Staff Associations](#) network.

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, age, protected veteran status, gender identity or sexual orientation. For the complete University of California nondiscrimination and affirmative action policy, see: [Nondiscrimination and Affirmative Action Policy Regarding Academic and Staff Employment](#).

### **PRIMARY RESPONSIBILITIES**

The Executive Director of Development, Gift Planning will

- be responsible for the comprehensive and strategic management of the operations encompassed by the Office of Gift Planning, including establishing OGP fundraising goals and metrics; instituting a collaborative prospect management system; providing effective planned giving leadership through all phases of the comprehensive campaign; developing and launching a targeted/segmented marketing program; managing an internal education program; developing an effective external outreach program; and overseeing cultivation and solicitation of principal and major gift donors and prospects;
- operate as the primary point of contact for the OGP with development colleagues across campus, UC San Diego Foundation leadership, Associate Vice Chancellors for Advancement, Vice Chancellor Advancement, Chancellor, UCOP, and external constituents and serve as resource, providing information, advice, and counsel regarding OGP;
- create, establish, and evaluate methods for building and maintaining prospect and volunteer constituencies and identify, recruit, and direct the activities of high level volunteers;
- be responsible for managing an effective, broad-spectrum marketing program for the OGP including conceptualizing, developing, and carrying out a compelling and collaborative marketing plan;
- establish annual fundraising goals for the OGP and further assure that each Director of Development in the OGP will have individual fundraising goals such that the OGP will achieve its comprehensive campaign goal of over \$170,000,000 by the conclusion of the campaign;
- lead the OGP to work collaboratively with development colleagues across campus to develop principal gift level (\$1,000,000+) and major gift level (\$100,000+) fundraising proposals and to identify new principal (\$1,000,000+) and major gift (\$100,000+) prospects;
- maintain and manage portfolios of senior campus leadership including the Chancellor and Vice Chancellor;
- strategize and structure principal gift plans with input from the UC San Diego Foundation President, Chief Financial Officer, UC Office of the President, and the UC General Counsel's Office;
- actively manage the trust and estates portfolio to identify and protect the university's interests and to successfully close trust and estate matters in a timely manner;

- perform analysis of planned gift data including biographical information, asset identification, tax and estate planning implications, and conformance with UC San Diego Foundation and UC Regents acceptance policies;
- develop a collaborative partnership with Advancement colleagues and leadership across campus to provide assistance in identifying and creating gifting strategies for gifts of securities, real estate, and other non-cash and difficult-to-value assets;
- partner with the Associate Vice Chancellors for Advancement to assure that fundraising is appropriately consistent with Chancellor and Vice Chancellor Advancement vision and with campus priorities; and
- recruit, select, train, mentor, guide, and evaluate OGP staff.

## KEY COLLEAGUES

### **Elizabeth Hendryx-Powell**

#### **Associate Vice Chancellor, Advancement Operations & Campaign**

Elizabeth Powell is the Associate Vice Chancellor of Advancement Operations and Campaign at UC San Diego. In this role she is responsible for all aspects of advancement for the central fundraising teams including Foundation Relations, Corporate Relations, and Gift Planning. In addition, Powell manages critical central advancement operational teams including Advancement and Campaign Communications, Advancement Training, Prospect Management and Research, Data and Business Intelligence, as well as Donor Experience and Engagement. Advancement Operations and Campaign (AOC) is a dynamic division within Advancement that supports and expands the overall fundraising efforts of UC San Diego. AOC's main goal is to deliver high-quality, client-centered, professional services in alignment with Advancement colleagues and partners across campus to fulfill the university's aspirations through philanthropy.

Powell joined UC San Diego Advancement in 2007 and has held several key positions prior to becoming Associate Vice Chancellor, Advancement Operations and Campaign in 2016. Before entering the field of development, Powell practiced law in San Diego with a focus on estate planning. Powell is a graduate of San Diego State University and received her law degree from the University of San Diego.

### **Rebecca Tseng Smith**

#### **Senior Executive Director of Development**

Rebecca Tseng Smith is the Senior Executive Director of Development for the University of California San Diego. Previously, she served as Vice President of Development for the University of Hawai'i Foundation and Associate Dean for External Relations at Stanford University's School of Education. Smith believes that the ideas of relational fundraising, as described by David R. Dunlop, provide the best principles to guide our practice, and she has had an opportunity to put these ideas to work at each of the universities she has served.

At Cornell University, she worked in the major and principal gift programs and later served as Assistant Dean for Alumni Affairs and Development in the College of Agriculture and Life Sciences. Cornell's \$1 billion campaign for endowment was launched and completed during her years there and she participated in many different aspects of it, from developing strategies for the solicitations of lead givers and recruiting and motivating campaign volunteers to celebrating in the College of Agriculture when they completed the campaign at 45 percent over goal. In 1997, she joined the major gift program at Harvard University where she worked with alumni in New York City and Washington, D.C., and assisted with Harvard's campaign to raise \$2.1 billion. At Stanford University she led the School of Education's participation in *The Stanford Challenge*, which raised new funds directed toward solving complex

problems, like K-12 school reform. Smith served on the American Cancer Society's National Blue-Ribbon Advisory Committee, which studied and advised the society on its fundraising practices and long-term goals.

Smith earned a bachelor's degree in English literature and a master's degree in theology at Boston University. She spent her first undergraduate years at Eckerd College, a small liberal arts college in Florida.

### **Drew Hunsinger**

#### **Associate Vice Chancellor, University Development**

Drew C. Hunsinger, JD, is the Associate Vice Chancellor for UC San Diego University Development. As the leader of University Development, Hunsinger is responsible for all aspects of advancement for UC San Diego's general campus and Scripps Institution of Oceanography. His primary responsibilities include leading fundraising strategy and a team of more than 50 development professionals. The University Development team secures transformative, principal, and major gifts, while working collaboratively with faculty, campus, and volunteer leadership to coordinate fundraising efforts to benefit the Divisions and Schools across UC San Diego. Hunsinger joined UC San Diego in January 2017 following over 14 years at Oregon Health & Science University Foundation (OHSUF), most recently serving as Vice President of Development. At OHSUF, Hunsinger helped the organization achieve transformational growth in fundraising for OHSU, created and lead high performing development teams, personally managed a portfolio of principal and planned gift donors, and worked on many of OHSUF's largest gifts. As a member of the OHSU Foundation senior management team, Hunsinger co-led a redesign and rollout of the *OHSU ONWARD* comprehensive campaign, which secured more than \$1.4 billion in just over three years. Hunsinger earned his Bachelor of Arts in Psychology from University of North Carolina at Chapel Hill and his Juris Doctorate from Willamette University College of Law.

### **Suzi Sterner**

#### **Associate Chancellor**

Reporting to the Chancellor and working in close collaboration with the Associate Chancellor/Chief of Staff, Suzi Sterner provides broad scope research and analysis, as well as strategy development, to advance the Chancellor's initiatives and vision for the university. Sterner provides senior executive-level oversight and coordination of campus strategic initiatives and their implementation, with a special emphasis on serving as the link between Advancement leadership and the Chancellor. As Associate Chancellor, Sterner represents and acts on behalf of the Chancellor with both internal and external audiences, and identifies objectives, formulates strategies, directs programs, coordinates resources, and reports outcomes. Sterner has the primary responsibility for campus-wide, overarching "signature events," and for all collateral for these activities. In her role, Sterner supervises Creative Services and Publications, Special Events and Protocol, and immediate office staff, including student employees.

### **Jennifer Martin**

#### **Executive Director, Foundation Relations**

Jennifer Martin leads a team of professionals focused on Foundation Relations and Strategic Initiatives for UC San Diego. She partners with faculty and university leadership as well as foundation and nonprofit partners to bridge cross-sector collaborations that propel research, science, health, and innovation to heightened levels of impact. Specific areas of expertise include global health and development; the intersection of medicine and engineering; data science; and climate science; as well as the human technology frontier. She also partners with the Vice Chancellor for Research to guide big idea generation and growth to address global grand challenges.

Prior to joining UC San Diego in 2007, Martin managed donor relations and community advisory boards for Scripps Health Foundation, and previously held a similar role at Franciscan Health System in her native Puget Sound region of Washington. She holds her master's degree from the University of San Diego, School of Leadership and Education Sciences with a focus in nonprofit leadership, and a bachelor's degree in marketing and communication.

### **Anne O'Donnell**

#### **Senior Executive Director, Corporate Relations**

With 18 years of experience building impactful corporate relations programs, Anne O'Donnell leads a team developing central holistic corporate relationships across campus for industry access to innovation, talent, education, and partnerships. She works closely with university leadership, faculty and staff across campus, including research centers, to connect industry needs to university resources.

Prior to this role, O'Donnell led the UC San Diego Jacobs School of Engineering corporate engagement programs as the Director of the Corporate Affiliates Program (CAP), a program providing more than 75 high-tech and life science member companies with access to faculty, research, and students. Later, she became the Executive Director of Corporate Research Partnerships where she built the Dean's agile research centers, leveraging multidisciplinary faculty teams on projects highly relevant to industry.

An alumna of Mount Holyoke College, O'Donnell earned a master's in public policy and a master's in theology at Harvard University. She currently serves on the Board of Directors for University-Industry Demonstration Partners (UIDP) and as the Membership Committee co-chair, and is a member of the National Association of Corporate Relations Officers (NACRO). O'Donnell is an International Coach Federation (ICF)-certified professional leadership coach.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

University of California San Diego seeks an Executive Director of Development, Gift Planning with

- working knowledge of principles, procedures, and techniques associated with fundraising, donor relations, and public relations with a focus on planned giving;
- written and interpersonal communication skills and an ability to develop persuasive and compelling presentations;
- political acumen and an ability to establish and maintain good working relationships throughout the organization and with outside constituencies;
- organizational, analytical and critical thinking skills including project and program management skills and an ability to set and meet program and project goals and objectives within budget and time constraints;
- experience developing and implementing strategic solicitation fundraising plans that incorporate a concise definition of goals, targeted audiences, and strategies in-line with institutional and academic goals in higher education and closing major gifts and principal gifts from individuals;
- an ability to work with executors, attorneys, development officers, university administrators, and faculty to coordinate the administration of trusts and estates, including the appropriate flow of information, participation in assessments of estates, and final acceptance of estate and trust gifts;
- competency with and a commitment to equity, diversity, and inclusion and an understanding of the importance of ensuring an equitable, inclusive, and diverse working environment, with the ability to work as a part of a diverse and collaborative team;

- tact, diplomacy, and flexibility needed to interact with both campus personnel as well as members of the external community;
- an ability to work in a fast-paced environment with changing priorities while maintaining accuracy and attention to detail;
- an understanding of the philosophy of quality service, and group process, with an aptitude for working as a part of a team, an ability to accept direction in a collegial manner and a commitment to equal opportunity awareness of diversity in the workplace; and
- fluency with PC, specifically spreadsheet programs and database systems.

A bachelor's degree is required for this position as is at least five years of experience raising, maintaining, and growing a seven-figure fundraising portfolio. Relevant legal (or paralegal), estate, and tax planning experience is preferred.

### **SALARY & BENEFITS**

The University of California San Diego offers a competitive and comprehensive salary and package of [employee benefits](#).

### **LOCATION**

The University of California San Diego occupies 2,141 acres near the Pacific Ocean in the La Jolla neighborhood of San Diego, California.

### **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 California San Diego and the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Executive Director of Development, Gift Planning, University of California San Diego.](#)

*To nominate a candidate, please contact Anne Johnson:*

[annejohnson@aspingleadershipgroup.com](mailto:annejohnson@aspingleadershipgroup.com).

*All inquiries will be held in confidence.*