

ASPEN LEADERSHIP GROUP

CHIEF DEVELOPMENT OFFICER
HUMANE SOCIETY SILICON VALLEY
Location—Hybrid/Flexible (Santa Clara County)



The Aspen Leadership Group is proud to partner with Humane Society Silicon Valley (HSSV) in the search for a Chief Development Officer.

The Chief Development Officer will set direction for and ensure the longevity of Humane Society Silicon Valley by defining and implementing strategies to secure donors and contributions in support of the organization, providing oversight of the fund development programs, monitoring development activities, and addressing issues that may hamper growth and success. As a key member of HSSV's Leadership Team, the Chief Development Officer will partner closely with the President and his reports, developing strategies to improve donor relations, increase revenue, and meet financial goals.

Humane Society Silicon Valley is an independent 501(c)(3) non-profit that has been supporting the community for over 90 years. It is creating a better future by saving lives, keeping families together, and changing the game for animals and their people.

Humane Society Silicon Valley is the world's first model shelter, gaining the recognition in 2017 after completing all 543 standard-of-care guidelines set by the Association of Shelter Veterinarians. HSSV is also the first animal community center in the nation to receive Gold LEED (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council. Established in 1929, the organization focuses on rescuing and preventing homelessness for animals in the Silicon Valley. It offers pet adoptions, affordable spay/neuter surgeries, vaccinations, microchipping service, and community outreach programs such as Pet Pantry and access to affordable veterinary care.

The life-saving work of Humane Society Silicon Valley is only possible because of supporters and community volunteers. Through support from 24,000 generous donors and nearly 4,000 volunteers, HSSV rescued and placed more than 5,600 animals in loving homes in 2020, all while managing a global pandemic. Investing in regional rescue partnerships, direct medical support, and spay/neuter programs ensured that 100% of healthy and treatable animals were saved.

HSSV believes that everyone deserves to have the love of a pet, regardless of their economic status. Through community programs to provide access to care and support pet owners in need, they ensure that bonded families stay together. Humane Society Silicon Valley also uses its resources to support under-funded shelters through teaching, mentorship, and problem-solving to improve standards of care. As a well-funded organization that is fortunate to be supported by many high net-worth animal lovers, Humane Society Silicon Valley is firmly committed to "paying it forward" to help communities in need both in Santa Clara County and beyond. This also means HSSV's board, leadership, and donors are never content to settle for the status quo—growth and continuous improvement are part of their DNA.

Over the past 15 years, HSSV has grown significantly in size and capabilities. It currently employs 140 staff and has an expense budget of \$18 million. It successfully completed a \$25 million capital campaign to build its state-of-the-art Animal Community Center in 2009 and completed a \$59 million comprehensive campaign that ensured the sustainability of its lifesaving programs.

HSSV's development culture is built around professionals who embrace six values and commitments:

Focus on lifesaving. The top-level goal—above financial targets—is enabling HSSV to save more lives. The team is relentlessly focused on the question “How will this help drive mission results?”

Entrepreneurial and adaptable. From migrating to new data platforms to reinventing trademark events to experimenting with new programs, the team makes courageous choices, embraces comfort with discomfort, and knows change is necessary for growth.

Ambitious and driven. Whether identifying the team’s annual “Wildly Achievable Goals” (aka WAGs) or setting year-over-year growth desired outcomes, the team never assumes status quo. Instead, it starts with its strategic initiatives and then determines what it needs to do to make them possible.

Collaborative end-to-end thinking. The team’s culture includes close partnership with development colleagues, the Board of Directors and its committees, and cross-functional teammates in marketing and shelter operations to stay aligned on organizational priorities and solve problems as a team.

Recognition and celebration. The team works hard to achieve ambitious goals—to keep motivation high and its focus in place. It celebrates individual and team successes.

Mindful of how. The team supports each other in the ongoing development of soft skills like managerial courage and active listening. It finds that talking through how it approaches its work creates significant growth for the team and as individuals.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the President, Kurt Krukenberg and serve on the organization's Leadership Team. The CDO will oversee a team currently comprised of seven staff.

FROM THE PRESIDENT

When I joined HSSV in January 2020, I was excited about our work, our team, and our opportunities for growth. This is even more true today—we have emerged from the pandemic as an even stronger organization that is ready to build game-changing new programs and drive positive change.

Our Leadership Team has a bold vision to take HSSV to the next level, and we’ve done lots of hard work to get people and processes in place. We have huge opportunities to make a difference both locally and nationally. Our board is eager to make strategic investments and many donors are already stepping forward to support our ambitious plans. We are ready to step on the gas.

The theme of taking it to the next level applies to all facets of HSSV—our size, our scope, our speed, our operations, the capabilities of our people, and the impact of our lifesaving work. Of course, none of this will be possible without the generous support of our community. While we are off to a great start, we also need to take our fundraising engine to the next level for this growth to be sustainable.

That’s where you come in—HSSV needs someone who will be a strong leader for our development team, a rockstar fundraiser, a thought partner for our leadership team, and a champion for the culture of philanthropy that has been the foundation of our success.

You will hear me and others talk a lot about the leadership team at HSSV, which to me is a critical ingredient in our secret sauce. We come from a variety of backgrounds and we each bring unique skills, experience, and perspectives to the table—as individuals we are VERY different. Our strength comes from shared values of authenticity, impact, passion for the mission, and not taking ourselves too seriously. Self-awareness and a sense of humor are also required.

Every single person at HSSV could walk out the door today and have ten job offers by tomorrow, and this is especially true for the Leadership Team. While I must admit puppies and kittens do factor into job satisfaction around here, we choose to be at HSSV because of our team, our mission, and our belief that we are on a path towards something even bigger. As the President my job is to get the most talented, committed people on the bus, provide the tools they need, make sure everyone knows where we are going, and get out of the way. This is how teams accomplish astonishing and extraordinary things.

Enough about me—if this sounds like fun, I can't wait to meet you.

—Kurt Krukenberg, President

HUMANE SOCIETY SILICON VALLEY'S COMMITMENT TO INCLUSION, DIVERSITY, EQUITY, AND ACCESS

In 2021 the HSSV Board of Directors chartered a steering committee focused on inclusion, diversity, equity, and access. This committee is led by the President, accountable to the Board, and currently includes four board members and four staff members. HSSV recognizes that the organization and the broader animal welfare sector have a lot of hard work to do, and it sees this work as an ongoing journey to weave these important values into its culture.

HSSV embraces **inclusion**, the active and intentional practice of welcoming, respecting, involving, and empowering all voices and perspectives, especially those who have been historically marginalized to transform and elevate the organization, its mission, and work. It is committed to embracing and reflecting the **diversity** of its community, including the ways individuals are different and have unique lived experiences, identities, and perspectives. HSSV is creating a culture of **equity** by deliberately aligning its infrastructure and values, understanding that intentional systems, policies, and practices result in unbiased and impartial outcomes. HSSV is identifying barriers and expand **access** to internal and external benefits, services, and opportunities by removing or circumventing barriers to opportunities and actively encouraging participation in those opportunities.

PRIMARY RESPONSIBILITIES

Leadership

The Chief Development Officer will

- work with the President and Leadership Team to design and implement a comprehensive strategy and operating plan to sustain and grow a fundraising portfolio of individual giving, major gifts, legacy giving, endowment, events, corporate partnerships, foundation grants, and new opportunities for sustainable revenue;
- ensure the continued leadership position of HSSV as an organization by instilling a culture of philanthropy, contributing to HSSV's strategic planning, and stewarding staff, volunteers, donors, and the community—all with a DEI lens;
- steadfastly represent the voice of the donor and actively drive change management to ensure operational and strategic decisions are made in alignment with the community and the mission.

Fundraising

The Chief Development Officer will

- manage a portfolio of major donors to steward, make solicitations, and secure gifts ranging from five-figure annual support to eight-figure transformational gifts;
- partner with the President and Board of Directors to actively leverage them in critical fundraising activities to build the pipeline, steward donors, and secure gifts;
- serve as a key relationship builder and lead generator for individual major giving and corporate partnerships, and volunteer engagement initiatives;
- build and maintain a network of peers, thought leaders, high-profile influencers, and champions of animal welfare that can help HSSV advance its mission;
- work with internal and external partners to identify, pilot, and scale innovative fundraising programs to HSSV that provide sustainable short- and long-term funding for its strategic priorities based on a balance of unrestricted giving, multi-year pledges, planned giving, and endowments; and
- oversee all operational aspects of fundraising and donor relations including reporting, stewardship, database management, and financial accounting in partnership with the Chief Financial Officer.

Team Management

The Chief Development Officer will

- recruit, hire, motivate, engage, train, guide, and direct development staff;
- leverage the team to develop performance metrics, monitor results, and drive the efficacy of a portfolio of fundraising programs;
- provide expert advice, mentoring, and ongoing feedback to staff members to ensure their successful completion of goals and activities, all with a DEI lens;
- build and maintain effective cross functional collaboration and alignment across HSSV by building a culture of philanthropy and connecting all employees to mission impact; and
- maintain accountability and ensure compliance with all relevant regulations and laws, as well as the code of ethics for fundraising professionals.

LEADERSHIP

Kurt Krukenberg

President

Kurt joined HSSV as President in January 2020 after previously serving as Chair of the Board of Directors. He is thrilled to lead a talented and passionate team that is saving lives, keeping families together, and changing the game for pets and their people.

Prior to HSSV, Kurt spent 20 years helping companies create sustainable growth. As an executive coach, he worked with business and non-profit leaders to design effective organizations, build high-performing teams, and develop their own leadership skills. As a management consultant at Oliver Wyman, Kurt led engagements for Fortune 500 clients in media, technology, healthcare, and life sciences. He also has operating experience in marketing, sales, and product development at industry-leading technology companies including HP/Agilent and Tektronix.

Kurt received his M.B.A. from Harvard Business School and his bachelor's degree in electrical and computer engineering from Rice University. Kurt is eternally grateful to have been rescued by his wife Charu and their adopted dogs.

Joanne Jacobs
Chief of Operations

Joanne Jacobs joined HSSV as Chief of Operations in 2016. She is responsible for Marketing, IT, Facilities, and driving cross-functional operational excellence.

Before joining HSSV, Joanne held various executive positions in P&L management, product management, marketing, operations and IT at Intuit and other high-tech companies in Silicon Valley. Prior to that, she began her career at GE and GE Capital in the engineering leadership program and moved on to senior leadership roles in sales, sourcing, and business process management.

Joanne holds a B.S. in Mechanical Engineering from the University of California at Davis, an M.S. in Mechanical Engineering from the University of California at Berkeley, and an M.B.A. from Santa Clara University. A lifelong animal lover, she lives in Los Altos and enjoys spending time with her golden retriever Scout and her rescue Rottweiler mix Ruby.

Rebecca Ranninger Owen
Chair, Board of Directors

Becky joined the HSSV Board of Directors in October 2017. She is a lifelong animal advocate and has been volunteering with the HSSV cats for many years.

As Executive Vice President of Human Resources at Symantec Corporation, Becky managed the planning, direction, and implementation of Symantec's global personnel programs and policies for over 22,000 employees and participated in the overall executive management of the company. She also acted as secretary and corporate liaison for the Symantec Compensation Committee, which dealt with all aspects of employee, executive and board of director compensation.

Before taking the helm in Human Resources, Becky served as Director of Litigation for Symantec. Her trial work covered all aspects of the high-tech industry, including mergers and acquisitions, international sales, intellectual property, and software licensing issues. She also served as President of the Symantec Foundation, which administered Symantec's charitable activities. Before joining Symantec, Becky was a business litigator with the San Francisco-based law firm Heller, Ehrman, White & McAuliffe, where she gained front line experience in intellectual property and securities litigation.

Becky holds a juris doctorate from Stanford University, a bachelor's degree in jurisprudence from Oxford University, and a bachelor's degree Magna Cum Laude from Harvard University. She also has completed the Human Resource Executive Program at the Graduate School of Business, Stanford University, and the Stanford Directors College at Stanford Law School.

Becky lives with her husband Marc, and their pampered elderly diva cat, Cloe.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Humane Society Silicon Valley seeks a Chief Development Officer with

- an authentic love of animals and a commitment to the mission of Humane Society Silicon Valley—to save and enhance lives, both two-legged and four-legged;
- an ability to thrive in a dynamic environment committed to continuous improvement;
- experience designing and implementing comprehensive fundraising programs in a complex environment;
- an ability to develop a multi-year fundraising plan including a strategy that is well supported by data, analysis, and business cases to connect investments with measurable outcomes;
- the confidence and drive needed to work independently along with humility and comfort in seeking guidance and advice before arriving at a solution;

- strong people management skills including performance management, coaching, and staff development;
- an understanding of and commitment to inclusion, diversity, equity, and access and a desire to weave these values into the culture of HSSV;
- strong project management skills and an ability oversee multiple responsibilities, maintain a high activity level, drive priorities for self and team, and meet deadlines in a dynamic environment;
- exceptional internal and external customer service orientation;
- exceptional critical thinking and problem-solving skills with attention to nuance and detail;
- excellent communication skills with the ability to develop and convey thoughts clearly, logically, and concisely both orally and in writing;
- an ability to motivate and inspire staff through experienced leadership, vision, and management;
- an ability to establish and maintain collaborative relationships and partnerships across business and organizational lines; and
- an ability to lead beyond the transactional aspects of management by actively seeking to support, develop, and align staff's sense of purpose and success with the mission of HSSV.

SALARY & BENEFITS

Humane Society Silicon Valley offers a competitive salary and a comprehensive package of employee benefits including a 403(b) program with an employer match, time off programs, and additional perks like commuter benefits, gym and fitness reimbursement, and discounted services. You may even be able to bring your dog to work!

LOCATION

Humane Society Silicon Valley is in Milpitas, California in Santa Clara County. HSSV operates under a hybrid model for those roles that do not require an employee to be 100% on-site. Each employee may make a choice to be fully onsite (at least 4 days per week) or hybrid (2 to 3 days per week). The Chief Development Officer should have the ability to be on-site regularly and to meet with donors in the area.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Humane Society Silicon Valley 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:

[Chief Development Officer, Humane Society Silicon Valley.](#)

To nominate a candidate, please contact Anne Johnson, annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.