

# ASPEN • LEADERSHIP • GROUP

**SENIOR PRINCIPAL GIFTS OFFICER  
HOSPITAL FOR SPECIAL SURGERY**

**New York, New York**

<http://hss.edu>

The logo for the Hospital for Special Surgery (HSS) is a blue square with the words "HOSPITAL FOR SPECIAL SURGERY" in white, bold, sans-serif capital letters, stacked vertically.

**HOSPITAL  
FOR  
SPECIAL  
SURGERY**

The Aspen Leadership Group is proud to partner with the Hospital for Special Surgery in the search for a Senior Principal Gifts Officer.

The Senior Principal Gifts Officer (SPGO) is responsible for building, supporting, and sustaining healthy, productive, complementary, and deeply rewarding relationships between generous individuals and families and Hospital for Special Surgery (HSS). Principal gift donors and prospective donors include those with the greatest capacity to support HSS and the greatest inclination to make HSS a focus of their philanthropy. These donors have the capacity to make gifts of \$5 million or more and have made or are likely to make, with appropriate cultivation, HSS one of the principal beneficiaries of their philanthropy.

The SPGO ensures that these relationships involve multiple senior HSS leaders. These might include the president and CEO, trustees, senior officers, surgeons, other major donors, and other staff members including members of the development team. The SPGO supports these relationships by gathering and sharing information with those involved, coordinating in a supportive but non-obstructive way the interaction between leaders and donors, and driving the creation, implementation, regular updating, and shared understanding of strategies designed to deepen the relationship between donor and HSS. The SPGO plays a front-line role with principal gift donors and prospective donors if and when such a role is an important component of the overall donor-HSS relationship.

Over 150 years ago, Hospital for Special Surgery was founded by a group of visionary philanthropists who sought to bring a better quality of life to those with disabling musculoskeletal diseases and disorders. At a time when people are living longer than ever and leading more active lifestyles, the need for continued innovation in the treatment and prevention of joint disease, pain, and injury is more critical than ever. Hospital for Special Surgery is one of the few institutions in the world with the specialized expertise, experience, and skill to change the future of musculoskeletal medicine, and, more importantly, improve the quality of life for countless patients worldwide.

From pioneering the first artificial knee to unlocking the mysteries of rheumatoid arthritis, HSS brings to this challenge an extraordinary institutional focus on mobility and a legacy of innovation and distinction in medicine. A multidisciplinary team of 200 of the world's leading scientists and research staff focus on musculoskeletal investigations at the basic, translational, and clinical level. In addition, HSS physicians manage the largest rheumatology program in the world and lead the world's premier musculoskeletal clinical practice, with more than 30,000 surgeries performed annually. More hip and knee replacements are performed at HSS than at any other institution in the United States.

Hospital for Special Surgery has been among the top-ranked institutions in Orthopedics and Rheumatology by *U.S. News & World Report* for 24 consecutive years. No other institution has the ability to lead the global advancement of musculoskeletal medicine and at no other time in history has the need for innovation in prevention and treatment been so great. Today, Hospital for Special Surgery has an unprecedented opportunity to effectively change the world of mobility. Its legacy of excellence has prepared it for this very moment, and it is poised to lead the global advancement of musculoskeletal medicine.

## **REPORTING RELATIONSHIPS**

The Senior Principal Gifts Officer will report to the Senior Vice President and Chief Development Officer.

## **PRINCIPAL OPPORTUNITIES**

### **Senior Principal Gift Officer—Why Now?**

A professional fundraiser could not pick a better time or a better place to make a difference. With the complex challenges of healthcare reform, the ballooning demand for our services from an aging population, and the promise of new technologies and genomics research, Hospital for Special Surgery is entering one of the most exciting and entrepreneurial chapters in its more than 150-year history as the world's leading provider of musculoskeletal health care. The hospital's board, executive, and medical leadership have charted a path of growth and durability through 2025 and beyond. The elements of the strategic roadmap have been socialized at all levels of the hospital's culture and have set the stage for robust fundraising. Indeed, transformational philanthropy underlies the foundation of the plan, and an experienced gift officer who is able to build strong relationships with the great families of HSS, who have been involved for many generations, and with leading philanthropists as they become grateful HSS patients who have supported the hospital for decades will be profoundly gratified.

The hospital will be completing one campaign at the end of 2017 and beginning another to continue the expansion of facilities on the main campus and regionally. Equally important is our dedication to advancing musculoskeletal research. We are one of the few hospitals with research laboratories and more than 200 scientists in a clinical setting, rather than within an academic setting. Scientific inquiry is driven by patient care. For a fundraiser, the results—outcomes—are not as abstract as they may be in an academic setting. They are very concrete. You know when you've made a difference.

### **Thriving....**

The Senior Principal Gift Officer will be joining a 32-member team whose senior staff have an average tenure of 10+ years. At the same time, the CEO and CDO have focused on building the major and principal gift officer team with new talent from across the country. Marrying new techniques and ideas with institutional knowledge and know-how to get things done creates a collaborative and nimble culture in which the SPGO will thrive. Big thinkers, idea generators, entrepreneurs, and team players do well in this environment as long as they possess an underlying current of empathy for patients and intellectual curiosity about medicine and research. The right person will care about patients and understand the point-of-view of physicians, who will work closely with them. Patients love their doctors. The more the SPGO can make the doctor feel comfortable building relationships and asking for support, the greater the return. The more the SPGO can allow ego to take a back seat while the patient and doctor form a philanthropic relationship, the more successful.

### **Essential Position**

This is the first position of its kind at HSS, and is essential if we are to go to the next level of fundraising to achieve the goals of our strategic roadmap. There is opportunity for the selected candidate to make an imprint and enable the board, executive, and medical leadership to appreciate the elements of transformational fundraising. When the SPGO looks back on accomplishments, s/he will be proud to have helped change the hospital landscape with new buildings and new research laboratories. The SPGO will have ushered in a new era of research to treat musculoskeletal and autoimmune diseases more effectively. The SPGO will take pride in the number of physicians educated at HSS who provide care around the world, thanks to philanthropically supported academic programs. The SPGO will be an integral part of the legacy of the world's greatest musculoskeletal hospital, still independent, financially robust, and relentlessly striving for excellence in the delivery of care and the advancement of musculoskeletal medicine. Finally, the SPGO will be part of a very special community and a culture yielding life-long friends and colleagues from HSS.

### **PRIMARY RESPONSIBILITIES**

The Senior Principal Gifts Officer will

- establish effective, sustained relationships with principal gift prospects, engaging physicians, trustees, executive and medical leadership, Development colleagues, and other HSS staff and volunteers, as appropriate, measured by the degree to which relationships are broadened and deepened through the number of people involved in each principal gift relationship, the number of substantive engagements with HSS (volunteer activities, participation in task forces, and other discussions advancing strategic objectives), and ultimately the number of principal gifts made that are among the largest the donor has ever made and/or gifts in the top quartile of the HSS giving pyramid;
- ensure communication and understanding among all parties related to the principal gift prospect that is ongoing, positive, free of misunderstanding, and curated to respond to the interests, concerns, plans, and observations of the principal gift prospect while maintaining alignment with the Hospital's mission, vision, values, and plans for the future;
- ensure that principal gift donors and prospective donors are regularly, as appropriate, invited to make annual fund gifts, major gifts, leadership and challenge gifts, support special events, and otherwise participate in regular philanthropic support that deepens the donors' philanthropic partnerships with HSS;
- provide a supportive role to colleagues involved in relationship-building with principal gift donors and prospective donors;
- help the major gifts officers and others track and coordinate efforts across the institution and welcome the major gifts officers to join principal gifts meetings as an adjunct member of the team;
- build and continuously expand a portfolio of principal gifts (high-net-worth prospects capable of contributing gifts of \$5 million and above) from the HSS grateful-patient population that advances the institution's mission, vision, and priorities, and embraces physicians (and scientists) across service lines and research areas;
- devise innovative, tactical plans for principal gift prospects in concert with strategic relationship building and the organized coordination of communications and activities related to the principal gift prospects;
- participate in campaigns, serving as an effective strategist, consensus builder, communicator, collaborative colleague, and valued thought-partner;

- educate and engage assigned physicians on their critical role in the overall strategy for HSS philanthropy; and
- provide comprehensive support to physicians and volunteers in donor cultivation, solicitation, and stewardship of principal gift prospects and donors.

## KEY COLLEAGUES



**Louis S. Shapiro**

**President and Chief Executive Officer**

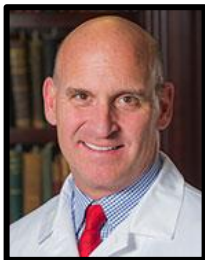
Louis A. Shapiro is President and Chief Executive Officer of Hospital for Special Surgery (HSS). He has served in this role since October 2006, overseeing all strategic and operational aspects of the Hospital and fulfilling its mission—to advance the field of musculoskeletal medicine through world class patient care, research, and education. Under Mr. Shapiro’s leadership, the Hospital has experienced significant growth, expansion of facilities and recognition as the world leader in its specialty areas of orthopedics, rheumatology, and their related disciplines.

Mr. Shapiro is a strong proponent of the link between internal culture and performance. He spends the time to ensure that every HSS employee is aligned with the hospital’s goal of providing patients an unsurpassed experience that results in excellent medical outcomes. His philosophy of continual improvement has led to outstanding results. Patient satisfaction scores at HSS have consistently been among the highest in the nation. This attention to quality is also evident in the hospital’s low infection and complication rates. Patients travel from across the United States and 104 countries to the hospital for its unsurpassed diagnostic and clinical expertise.

His hands-on leadership has also led to extremely high employee engagement. HSS has received the prestigious Gallup Great Workplace Award twice for the most engaged workplaces in the world. Mr. Shapiro has more than 30 years of healthcare experience, including as Executive Vice President and Chief Operating Officer of Geisinger Health System in Pennsylvania, and as a leader in the healthcare practice at McKinsey & Company. He began his career at Allegheny General Hospital in Pittsburgh, where he served in a number of capacities.

In the past, Mr. Shapiro has served as Board Chairman of the Greater New York Hospital Association, for which he continues to serve on the Executive Committee and others. He has also been a member of the Regional Policy Board for the American Hospital Association and received its Award of Distinction in 2009. Currently he serves on the Board of Crutches for Kids, Move Mountain Foundation, and Prep for Prep.

Mr. Shapiro earned his B.S. and M.H.A. degrees from the University of Pittsburgh.



**Todd J. Albert, M.D.**

**Surgeon-in-Chief and Medical Director**

Dr. Todd J. Albert is Surgeon-in-Chief and Medical Director and Korein-Wilson Professor of Orthopaedic Surgery at Hospital for Special Surgery. He is the Chairman of the Department of Orthopaedic Surgery and a Professor of Orthopaedic Surgery at Weill Cornell Medical College. Dr. Albert specializes in the field of orthopedic spine surgery focusing on disorders of the cervical spine. He has an interest in minimally invasive surgical techniques and image guided technologies in the management of spinal

disorders.

He serves on the boards of several scholarly journals and is Past President of The Cervical Spine Research Society and Past Chair of The International Meeting of Advanced Spinal Techniques (IMAST) for the Scoliosis Research Society. Dr. Albert is the author of seven books and more than 40 book chapters, and has published 300 peer-reviewed and non-peer-reviewed articles. He has presented his research both nationally and internationally, and served as chairman at numerous courses.

Previously, Dr. Albert was Chairman of the Department of Orthopaedics and President of The Rothman Institute at Thomas Jefferson University Hospital in Philadelphia. He graduated from University of Virginia School of Medicine and completed his residency in Orthopedic Surgery at Thomas Jefferson University Hospital where he was named outstanding chief resident, and performed a fellowship in spinal surgery at the Minnesota Spine Center.



**Mary K. Crow, M.D.**  
**Physician-in-Chief**

Dr. Crow is Physician-in-Chief and Chair of the Department of Medicine at Hospital for Special Surgery and is Chief of the Division of Rheumatology at HSS and New York-Presbyterian/Weill Cornell Medical Center. She is also Director of the Autoimmunity and Inflammation Research Program and Co-Director of the Mary Kirkland Center for Lupus Research at HSS. Dr. Crow holds the Benjamin M. Rosen Chair in Immunology and Inflammation Research at HSS and is the Joseph P. Routh Professor of Rheumatic Diseases in Medicine at Weill Cornell Medical College.

Dr. Crow leads 66 full-time physicians, including 30 adult and 3 pediatric rheumatologists, who provide outstanding care to patients across the full spectrum of autoimmune and inflammatory rheumatic diseases and deliver perioperative medical care to patients undergoing surgical procedures at HSS. Dr. Crow has established disease-specific Centers of Excellence focused on innovative initiatives in clinical and translational research, patient and professional education, and quality of care.

Dr. Crow's academic and research career has focused on unraveling the cellular and molecular mechanisms that underlie the systemic autoimmune diseases, with a particular focus on systemic lupus erythematosus and rheumatoid arthritis. She has identified interferon-alpha, an immune system protein typically expressed in the setting of virus infection, as the key pathogenic mediator in lupus. Her laboratory continues to study the molecular pathways that are associated with the clinical manifestations of lupus and the mechanisms that result in disease flares.

In addition to her leadership roles at HSS and NYPH/WCMC, Dr. Crow has served as President of the American College of Rheumatology and as President of the Henry Kunkel Society. She has been honored as an "Arthritis Hero" of the Arthritis Foundation, and in 2010 she received the Margaret D. Smith Lifetime Achievement Award of the Arthritis Foundation, New York Chapter.



**Lionel B. Ivashkiv, M.D.**  
**Chief Scientific Officer**

Dr. Ivashkiv is Chief Scientific Officer at Hospital for Special Surgery and Professor of Medicine and Immunology at Weill Cornell Medicine. He holds the Richard L. Menschel Research Chair and is the David H. Koch Chair in Arthritis and Tissue Degeneration at HSS. Dr. Ivashkiv is also an Attending Physician and Director of the David Z. Rosensweig Genomics Research Center at HSS.

As Chief Scientific Officer, Dr. Ivashkiv oversees the hospital's clinical, translational, and basic research programs, which encompass over 200 scientists and staff working to identify causes of and new treatments for orthopaedic and rheumatic conditions such as arthritis, bone and soft tissue injuries, autoimmune diseases, and musculoskeletal pain and deformities. Long-term research goals include expanding translational research, building multidisciplinary teams to study patients to answer key clinical questions, enhancing clinical research; and broadening the scope and impact of basic science on musculoskeletal disorders, with a focus on tissue repair, improving surgical outcomes, autoimmunity and inflammation, aging of musculoskeletal tissues, genomics, new treatments, and precision medicine.

Dr. Ivashkiv's laboratory investigates the pathogenic mechanisms of cytokines in inflammatory and musculoskeletal conditions such as rheumatoid arthritis, osteolysis and orthopaedic implant loosening/failure, and systemic lupus erythematosus. The Ivashkiv laboratory studies cytokine signaling, mechanisms of cytokine production, and epigenetic regulation of inflammatory gene expression to discover new mechanisms and therapeutic targets for inflammatory and musculoskeletal diseases.



**Robin Merle, CFRE**

**Senior Vice President and Chief Development Officer**

Robin Merle serves as the Senior Vice President and Chief Development Officer for HSS. She provides strategic leadership in fundraising and board relations and oversees all development initiatives for the Hospital. Robin serves as the chief fundraiser in partnership with physicians, executive, and board leadership; oversees the Hospital's campaigns; and is responsible for the staffing, operations, and performance of the Development Department. Under her leadership, the Hospital has raised the highest

level of support in its history, and HSS has been recognized as a "high performer" for three consecutive years by the Association for Healthcare Philanthropy for exemplary performance in healthcare fundraising. In the hospital's most recent Gallup survey measuring employee satisfaction across the institution, the Development Department was among the top-ranked departments in the hospital. Robin is a member of the senior leadership team and advisory member of the Executive, Research, Campaign and Development Committees of the Board. Prior to joining HSS, Robin raised significant support for New York University and Rutgers University, where she received the Council for Advancement of Secondary Education Award for Excellence in Educational Fundraising Leadership.

Robin is a member of the board of Association of Fundraising Professionals, New York; past member of the Executive Committee of Women in Development, New York, and served as Vice Chair of the 20th Anniversary Committee of the New York Women's Agenda (NYWA). In 2017, she is being honored with the Woman of Achievement Award by Women in Development-New York. She founded and co-chairs a Senior Executive Leadership Group for development professionals in the New York and Connecticut area. Robin has a master's degree from The Johns Hopkins University and graduated Phi Beta Kappa from Rutgers College.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Senior Principal Gifts Officer will have

- specialization in high-profile, individual gifts fundraising and a high level of confidence and comfort with high-level gifts;
- exceptional social and interpersonal skills;
- success at cultivating strong relationships with physicians/faculty, donors, and all internal and external stakeholders;



- adeptness at creating partnerships at all levels within the organization;
- ability to manage up;
- impeccable judgment;
- high level of skill at presenting to and influencing a variety of people and audiences;
- ability to structure and lead solicitation meetings;
- outstanding communication and project management skills;
- expertise with the entire continuum of fundraising process for principal gift donors and prospects;
- demonstrated skill at recognizing potential donors and innovative in conceiving fundraising strategies;
- experience developing grateful-patient fundraising opportunities;
- financial astuteness and an understanding of project costing and financial models;
- technological savvy and an excellent understanding of databases and e-tools and how to use them efficiently and effectively;
- unquestionable personal integrity and an ability to exude credibility and professionalism;
- likeable disposition and ability to make a positive first impression;
- ability to build confidence in others and a team player that understands their role in relationship to others;
- high level of commitment with the necessary drive and stamina to respond to the demands of the institution and work collaboratively to achieve results; and
- broad-based business acumen with previous exposure to a comprehensive fundraising operation, including campaigns.

A Bachelor's degree is required for this position as is ten to fifteen years of solid professional fundraising experience, preferably with a research, academic, or healthcare organization. Hospital/university experience is highly desirable and advanced degrees are desirable, but not required.

#### **SALARY AND BENEFITS**

Hospital for Special Surgery offers a competitive benefits and compensation package.

#### **LOCATION**

This position is based in New York City.

#### **APPLICATION PROCESS**

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, contact Greg Duyck: [gregduyck@aspenleadershipgroup.com](mailto:gregduyck@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*

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