

# ASPEN • LEADERSHIP • GROUP

**SENIOR ASSOCIATE VICE PRESIDENT, DEVELOPMENT AND CAMPAIGN OPERATIONS**  
**GEORGETOWN UNIVERSITY**  
Washington, D.C.  
[www.georgetown.edu](http://www.georgetown.edu)



*GEORGETOWN UNIVERSITY*

The Aspen Leadership Group is proud to partner with Georgetown University in the search for a Senior Associate Vice President, Development and Campaign Operations. The Senior Associate Vice President will serve as a senior leader in the Office of Advancement.

Georgetown University, the nation's oldest Catholic and Jesuit university, is one of the world's leading academic and research institutions, offering a unique educational experience that prepares the next generation of global citizens to lead and make a difference in the world. The University constitutes a vibrant community of exceptional students, faculty, alumni, and professionals dedicated to real-world applications of research, scholarship, faith, and service.

## **REPORTING RELATIONSHIPS**

The Senior Associate Vice President reports to the Vice President of Advancement and works closely, but not exclusively, with the following staff: Associate Vice Presidents, development officers, the marketing and communications department, the Office of Student Financial Services, volunteer boards (including the Board of Regents, Board of Directors, campaign committees, among others), and the President's Office.

## PRINCIPAL OPPORTUNITIES

The Senior Associate Vice President will serve on the senior advancement team at one of the nation's oldest and most distinctive research universities. Under the leadership of Bart Moore, the leadership team has introduced meaningful metrics for the staff that allow for more transparent management of individual staff and programs as well as the entire advancement division. Each member of the leadership team is thoroughly committed to transparency, collaboration, and cohesion. The team has designed accountability metrics that supersede institutional silos and allow for a donor-centered approach that recognizes and values the greater good of Georgetown as a whole. The successful candidate will be expected to share these values and promote them in the team.

In addition to these values, the Senior Associate Vice President should have a good sense of the balance between the art and science of development. The successful candidate will understand best practices, but not uncritically, and will be willing to experiment. The successful candidate will bring strategic vision and discipline to the program, particularly as that pertains to fundraising goals and objectives. The Senior Associate Vice President will be expected to carry a portfolio of prospective donors and by word and example help the staff realize the considerable untapped major donor potential in Georgetown's prospective donor pool. This individual should understand how the finances at research universities are evolving and the impact on fundraising. The successful candidate will be passionate about Georgetown's mission and its commitment to advancing the common good, inquiry and scholarship, and the formation of the whole person.

The Senior Associate Vice President will also play a key leadership role in the conclusion and follow-up for the campaign, *For Generations to Come: the Campaign for Georgetown* that is sustaining and accelerating the University's remarkable ascent in national and international standing—among the most dramatic success stories in American higher education. Georgetown's academic caliber, distinctive sense of purpose, and Catholic and Jesuit values make it a globally relevant and important institution. Realizing the ambitious objectives of the campaign and the University's ambitions beyond the campaign will depend on the support of the University's extraordinary alumni and other valued members of the Georgetown community, and the Senior Associate Vice President will make a significant and lasting contribution to the expansion of that support.

Learn more: <http://campaign.georgetown.edu/>

## PRIMARY RESPONSIBILITIES

- **Campaign Management Analytics and Donor Relations**  
Provides leadership for the capital campaign including strategic planning, management, execution, and coordination with other divisions in order to achieve goals. Oversees the campaign executive council, unit-based representatives, regional co-chairs, and committees. Reports campaign progress to goal by campaign pillar and region. Manages the comprehensive deployment strategy (including engagement of the President and

recommendations for visits and events). This position oversees the Board of Regents and plays a central role in Leadership Weekends.

- **Principal Gifts and Planned Giving**

Manages the AVP for Principal Gifts and AVP for Planned Giving and oversees development of these areas. Assists in the creation of strategy to engage the University's top prospective donors.

- **Engagement, Stewardship, Reporting, and Prospect Management**

Oversees the design, planning, and execution of donor-relations events (from intimate dinners to large receptions) to further deepen the connection and commitment of Georgetown's donors. Oversees both cultivation and stewardship events and engagement opportunities in Georgetown's major markets. In addition, this role sets the strategy for groundbreakings, VIP receptions, the annual scholarship brunch, and other on-Campus stewardship opportunities. Oversees the reporting requirements that convey to donors how their funds have been invested including endowment reports, acknowledgement letters and cards, and VP and Presidential correspondence. This individual is responsible and accountable for all forms of acknowledgement and recognition that are sent to donors including thank you cards, the President's report, letters from the Provost or other academic officials, holiday cards, and recognition letters from the VP of Advancement. Oversees prospect management system including acting as arbitrator when conflicts arise between schools regarding the handling of specific prospective donors.

- **Strategy**

Thinks creatively about ways to engage, cultivate, and steward Georgetown's loyal donors including exploring online and interactive methods to thank donors. In addition, this role must be the voice of development not only in the Office of Advancement, but also in other departments such as the Office of Student Financial Services and throughout Georgetown's volunteer boards. From leveraging John Carroll Weekend and other signature events, to ensuring that the Regents and volunteer boards are engaged in development and stewardship, this position must outline a role for partners to be involved with the universal responsibility to engage, cultivate, and steward donors.

- **Management of Main Campus Fundraisers**

Provides leadership, vision and strategic planning for all main campus fundraising programs. Works in close collaboration with the Provost and other University leaders (academic and administrative) to achieve fundraising goals for the main campus. Sets forth the strategic vision, collaborative culture, and day-to-day management of all regional, unit-based, principal gift, foundation relations, and planned giving fundraising teams. Implements mid-year and year-end review process and communicates regularly with direct reports to resolve issues. Interacts with top-level donors to address concerns and deepen their commitment to the University's priorities. Evaluates the feasibility of main campus capital projects for fundraising and provides staff support to the Senior VP of the University in this area. Provides regular analysis on main campus fundraising progress to VP of Advancement and Board of Directors. Ensures the organizational infrastructure

required to support a long-term and proactive development program for the main campus. Plays a key role in the design of subsequent campaigns.

## **GEORGETOWN UNIVERSITY**

Established in 1789, Georgetown University is the nation's oldest Catholic and Jesuit university. Drawing upon this legacy, the University provides students with a world-class learning experience focused on educating the whole person through exposure to different faiths, cultures, and beliefs. With its Jesuit values and location in Washington, D.C., Georgetown offers students a distinct opportunity to learn, experience, and understand more about the world.

Georgetown has grown to be a major international research university with eight schools, an affiliated hospital, and many highly ranked academic programs. Today the University has more than 12,000 undergraduate and graduate students who take classes at five locations: Main Campus, Medical Center, Law Center, GU-Northern Virginia, and the University's School of Foreign Service-Qatar. Georgetown has a large and diverse workforce that employs more than 5,000 faculty and staff members. Under the leadership of President John J. DeGioia, Georgetown has seen rapid growth and expansion, including the addition of several residence halls and the new, state-of-the-art Rafik B. Hariri Building for the business school. Georgetown continues to move forward as one of the world's leading universities, building upon its distinctive history, unique values, and commitment to justice and the common good.

Learn more: <http://www.georgetown.edu/>

## **THE JESUIT TRADITION OF HIGHER EDUCATION**

The distinctiveness of a Jesuit education stems from its deep-rooted history and mission grounded in faith and intellectual rigor. Since its beginnings in 1548, when the first Jesuit institution opened its doors in Messina, Sicily, Jesuit higher education has remained committed to expansive critical thinking, service, leadership, and care for the whole person.

Jesuit higher education in the United States is one of the largest and strongest networks of private higher education institutions in the world. The 28 Jesuit colleges and universities are located in 18 states and the District of Columbia and are independent yet united by their common heritage and mission.

Jesuit higher education is guided by a spirituality that seeks justice. Inspired by the tenets of Catholic social teaching and its intellectual and social justice traditions, a Jesuit education places great emphasis on forming "women and men for others." Students are engaged in a process of exploring the ways in which their knowledge and talents will best serve society in the most distinctive and constructive ways.

Today, Jesuit institutions provide students with more than \$1.3 billion in institutional aid – eight times what the federal government provides for Jesuit colleges and universities in federal grant aid. On average, 22 percent of students receive federal aid in the form of Pell Grants.

Jesuit higher education provides students the opportunity to become thoughtful, competent, and compassionate men and women, with a commitment to the greater good and a passion for justice, preparing them for lives of leadership and service. It is through this distinctive mode of education that Jesuit colleges and universities are changing the world, one student at a time.

### KEY COLLEAGUES



**Dr. John J. DeGioia** is Georgetown's 48th president. For over three decades, he has helped to define and strengthen Georgetown University as a premier institution for education and research. Since graduating from the University in 1979, he has served both as a senior administrator and as a faculty member. Dr. DeGioia is a Professorial Lecturer in the Department of Philosophy. He earned a bachelor's degree in English from Georgetown University in 1979 and his Ph.D. in Philosophy from the University in 1995. This fall, he taught an Ignatius

Seminar called "Fusing Horizons: Knowing Each Other, Knowing Our Selves." Previous courses include "Working on Ourselves: Imagination, Interior Freedom and the Academy," "Ethics and Global Development," and "Human Rights: A Culture in Crisis." Prior to his appointment as president, Dr. DeGioia held a variety of senior administrative positions at Georgetown, including senior vice president and dean of student affairs. He has been presented with a Lifetime Achievement Award for Excellence in Academia by the Sons of Italy, and the Catholic in the Public Square Award by *Commonweal*. He was also named a Brave Thinker by *The Atlantic* magazine and a Washingtonian of the Year by *Washingtonian* magazine.



**Bart Moore** was appointed Vice President for Advancement at Georgetown University in December 2010 after having served as Interim since February of that year. Mr. Moore oversees the offices of alumni relations, advancement services, main campus development, Medical Center development, and Law Center development. This includes leading strategic initiatives to support the university's capital campaign and fundraising efforts. He first returned to Georgetown in March 2009 as Senior Advisor to the President and Director of New Program Development. In that role he worked with senior administrative and academic officers to build a new capacity at the University to identify major strategic growth opportunities and to

develop the proposals to support their successful funding and implementation. Mr. Moore earned his undergraduate degree in foreign service (B.S.F.S.)—with a concentration in international affairs and certificate in Russian Area Studies—from the School of Foreign Service.



**Paul O'Neill** is Chief Operations Officer for the Office of Advancement and is Senior Advisor to the President of Georgetown University. Mr. O'Neill is a double graduate of Georgetown with a bachelor's degree in Government (C'86) and Master's degree in Public Policy (G'96). He is co-author of *Georgetown University*, a collection of important historical documents and photographs from the university's first 200 years. After working at the White House for President Reagan, Mr. O'Neill spent most of his career in the private sector at the Corporate Executive Board (CEB) as a member of the company's management team that led CEB through an IPO and achieved eight years of explosive growth. After leaving CEB, Mr. O'Neill was a managing director on the publishing staff of *The Atlantic* magazine.



**Annamarie Bezzerides** serves as the Associate Vice President for Principal Gifts and Regional Development for Georgetown University. She has 20+ years of fundraising, sales, and management experience. Ms. Bezzerides co-leads the University Development organization; oversees the principal gift work with and for the campus leadership, including the University Provost; and directly leads the largest arm of frontline fundraisers within University Development at Georgetown. The portfolio ranges of these team members, who make up the Central/Regional Advancement team, include special giving,

major gifts, as well as leadership and principal giving. Prior to her leadership and management roles, Ms. Bezzerides served as a senior principal gifts officer at Georgetown, managing a top prospect portfolio on the west coast. In that role, she developed a market-centric model for Georgetown that seeks to ensure a seamless relationship for Georgetown with its constituents in the key regions--a strategy which has been critical to the success of its *For Generations to Come Campaign*. In line with the market-centric approach, Ms. Bezzerides' fundraising expertise has been honed in regions such as Silicon Valley and "Wireless Valley" (San Diego) and industries such as biotech, media, and entertainment. Aligned with a philosophy that has over half of her immediate team remotely located within or close to the regions they cover, Ms. Bezzerides is actually based in Southern California, allowing her to have a footprint for much of her own fundraising within the Georgetown community on the west coast. She has personally raised over \$30M for Georgetown in her tenure and is responsible for a collective campaign goal of \$240M through her team of officers whose territories are global and, in her co-leadership role, an entire University Development goal of \$500M.



**Bryn Dolan** has been with Georgetown University in various capacities for ten years, most recently as Managing Director of Development for the Northeast. In this role, she is responsible for ensuring that the metro New York area raises \$384 million as part of the *For Generations to Come Campaign*. She manages and mentors a team of seven people who fundraise throughout the Northeast. While establishing campaign strategies for metro NYC, she works closely with Hoya alumni and parents who have multiple and significant philanthropic interests at GU. Prior to working at Georgetown, she worked on a variety of



political campaigns, including Joe Lieberman for President. She received her M.B.A. from Georgetown and her B.A. from Gettysburg College.



**Stephen Link**, Executive Director of Gift Planning for Georgetown University, has served in the field of gift planning since 1992, beginning at Lehigh University, where he was later appointed Assistant Treasurer. After 12 years at Lehigh, Mr. Link was named Vice President of Advancement for St. Luke's Hospital & Health Network, a not-for-profit hospital network serving eastern, PA and western, NJ. Mr. Link joined the Gift Planning team at Georgetown University in 2006. Over the past two decades, Mr. Link served on the boards of the Lehigh Valley Community Foundation, Historic Bethlehem Partnership, and Lehigh Valley Chamber Orchestra. In addition, Mr. Link has cycled from San Francisco to Los Angeles, and Montreal to Portland, ME to raise funds for AIDS research and prevention; and in 2013 climbed Mt.

Kilimanjaro to benefit the MIRA Foundation, a group that provides guide dogs to visually impaired students age 11-17. Mr. Link has spoken on aspects of gift planning and endowment management for a variety of organizations including the Opal Group, the Institute for International Research, and Fulton Financial Advisors. Mr. Link holds a B.S. in Accounting & Finance, and an M.B.A. from Lehigh University; and a M.A. in European Civilization from Katholieke Universiteit, Leuven, Belgium.



**Carrie Gladstone** is the first Assistant Vice President for Strategic Initiatives in the Office of Advancement office at Georgetown University. With the VP of Advancement, Ms. Gladstone assisted in creating a strategic product development team, responsible for translating academic priorities into major gift opportunities for donors. In close collaboration with the President, Provost, Deans, EVPs, and faculty, Ms. Gladstone now leads a team that serves the entire University in developing strategic fundraising plans and

proposals to launch new initiatives. These initiatives will increase interdisciplinary collaboration and accelerate university-wide change. Prior to her role at Georgetown, Ms. Gladstone served in Deloitte's strategy and operations consulting practice where she supported federal government clients in strategic planning, developing organizational change management initiatives, and designing and launching stakeholder outreach programs. Ms. Gladstone holds a B.A. from Georgetown University.

### CANDIDATE QUALIFICATIONS AND QUALITIES

- Bachelor's degree and at least 10 years experience in higher education development. Previous fundraising experience (including major and principal gift) required. Master's degree preferred.

- Professional demeanor, good interpersonal skills, highly organized and disciplined, relates easily to a wide range of groups. Independent thinker, creative, and not afraid to take initiative.
- Leadership, flexibility, efficiency, attention to detail, the ability to prioritize tasks and meet deadlines for a wide variety of assignments.
- Tact, diplomacy, and confidentiality in dealing with members of the University community and the University's donors.
- Proven ability to recruit and retain high-performing team members.
- Confidence and skill to build productive relationships with senior academic leaders, administrative officers, development colleagues, corporate leaders, philanthropists, alumni, and other constituents important to the success of Georgetown University.
- An understanding of academic culture combined with a deep appreciation for the power and value of Georgetown University's mission.
- Precision and facility with language; the great judgment needed for effective communications; strong writing, editing, and speaking skills.
- Excellent organizational skills and attention to detail.
- Ability to provide advice, as needed, and to serve as a strategic thought partner to University leadership and key colleagues.
- Ability to represent the University in a variety of settings as required.
- Willingness to travel extensively both regionally and nationally.
- The initiative and drive to work independently when needed.

### **BENEFITS**

This position offers an excellent and highly competitive benefits and compensation package. Benefits include tuition, retirement, comprehensive health care, paid vacation, and opportunities for continued professional development.

### **LOCATION**

Georgetown University is located in Washington, D.C. The District ranks among the top three most educated cities in the United States and first in the number of residents with advanced degrees (26.9%). Washington, D.C. has been cited as the most literate city in the nation. The city possesses an abundance of entertainment and recreational options, an ethnically and culturally diverse population, and a culture of innovation and productivity. In 2014, Washington, D.C. topped Forbes Magazine's list of "Coolest Cities in America."



### **APPLICATION DEADLINE**

Before sending your resume for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*All inquiries will be held in confidence.*