

# ASPEN LEADERSHIP GROUP

---

**MAJOR GIFTS OFFICER, ATHLETICS**  
**POMONA COLLEGE**  
**Claremont, California**  
[Pomona College](http://www.pomona.edu)



The Aspen Leadership Group is proud to partner with Pomona College in the search for a Major Gifts Officer, Athletics.

The Major Gifts Officer will be responsible for developing and implementing comprehensive fundraising strategies for securing philanthropic support from a portfolio of approximately 125 major and principal gift prospects. The Major Gifts Officer will support Pomona-Pitzer athletics; recreation and wellness initiatives; regional fundraising; and other College priorities, as assigned, through a donor centric model of sustained fundraising success. The Major Gifts Officer will support new ideas, encourage interaction and teamwork, and be fully integrated in preparation for the most aspirational and comprehensive capital campaign in the history of the College.

Candidates must have the ability to build productive relationships with a variety of constituents, including alumni, parents, and friends of the College. Demonstrated experience cultivating and soliciting major gifts is essential, and campaign experience is highly desirable.

Established in 1887, Pomona College is a private liberal arts college that offers a comprehensive curriculum, with 48 majors in the arts, humanities, social sciences, and natural sciences. One of the premier liberal arts colleges in the nation, Pomona is a close-knit and diverse community of accomplished scholars, scientists, entrepreneurs, and artists who are passionate about making a difference in the world. There are approximately 1,477 students who come to Pomona from 61 nations and 49 states, as well as the District of Columbia, Guam, and Puerto Rico.

With a student-faculty ratio of 8 to 1, Pomona students work closely with their professors in the classroom, in the lab, and in the field. And its location – within an hour of Los Angeles and the mountains, desert, and beaches – countless opportunities for field study, research, and internships.

Almost all students live in one of 14 residence halls on Pomona's 140-acre campus. As the founding member of The Claremont Colleges, a unique consortium of seven colleges and graduate schools, Pomona offers both the advantages of a small liberal arts college and the resources of a large university. Pomona College admits domestic applicants regardless of their ability to pay and then meets the full demonstrated need of all admitted students. Fifty-five percent of students receive financial aid.

## REPORTING RELATIONSHIPS

The Major Gifts Officer will report to the Director of Major Gifts.

### FROM THE ASSISTANT VICE PRESIDENT

*Pomona College is one of the most highly regarded liberal arts colleges in the world. Throughout its history, the College has educated students of exceptional promise. As we enter this new decade, the College is preparing for the most aspirational and comprehensive campaign in our history. We look forward to hiring a dynamic and proven industry leader as a Major Gifts Officer who will play a role in building a sustainable donor base during the campaign and beyond. The candidate will have deep knowledge of effective fundraising strategies in athletics and expand their portfolio to support the College priorities. I hope you will join us in our historic journey.*

—Dr. Salvador Rivas, Assistant Vice President for Development

### POMONA COLLEGE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Pomona College is committed to advancing the diversity of its community. Its campus, like many others across the nation, is navigating a critical turning point on issues of diversity and inclusivity. As a globally recognized institution in Southern California — a region at the forefront of diversity, openness and innovation — it must lead the way.

A diverse student body and curriculum give Pomona students unique and important opportunities for intellectual, emotional, and ethical growth. It provides them with the necessary tools to face the challenges of today's world— political divisiveness, social upheaval, and structural inequities — creatively and to build communities and organizations that are open, vibrant, and diverse.

Education is an important mechanism for addressing historical injustices and for grappling with contemporary inequities. Placing diversity at the center of the College's educational mission means providing leadership in social change and modeling what such change looks like.

Pomona's students come from almost all states (as well as the District of Columbia, Guam, and Puerto Rico) and over 50 countries outside of the United States. Half identify as domestic students of color and more than 17% are in the first generation of their family to attend a four-year college or university.

Pomona believes numbers alone do not indicate success in achieving a dynamically diverse community. The college places great importance on providing resources and energy toward enhancing a campus culture in which all students, faculty, and staff feel welcome and supported.

It is not only an ethical, but also a financial commitment. The President's Advisory Council on Diversity (PACD) developed the 2015 strategic plan on diversity, [\*Lighting the Path to 2025: A Vision for Diversity\*](#).

## PRIMARY RESPONSIBILITIES

The Major Gifts Officer will

- manage major gift prospects capable of making significant financial contributions to Pomona-Pitzer athletics; recreation and wellness initiatives; regional fundraising and other College priorities, as assigned;
- develop and manage a dynamic portfolio of approximately 125 high-capacity major and principal gift donors and prospects who have the ability to make gifts of \$100,000+, and set a personal example for frontline fundraising through success and teamwork;
- personally create and implement strategies to identify, qualify, cultivate, solicit, and steward a select portfolio of high-level donors and prospects;
- develop relationships with assigned prospects through in-person meetings, written communications, and through electronic resources;
- achieve annual fundraising goals and performance metrics;
- collaborate with colleagues to explore ways to enhance fundraising efforts;
- formulate successful solicitation strategies and effective stewardship efforts to maximize the lifetime engagement of donors;
- build strong personal and professional relationships with the Pomona College community, including alumni, faculty, staff, and volunteers;
- work to understand and maintain an in-depth knowledge of athletics and College programs;
- remain current with evolving trends in higher education philanthropy;
- further the development of cultivation strategies for prospects and improvements to the donor engagement process;
- coordinate with the Gift Planning Office on expanding blended gift opportunities;
- in coordination with the Office of Research, Relationship Management and Analytics, actively manage portfolio activity and metrics;
- create proposals and prioritize solicitations;
- ensure compliance with all College fundraising policies, goals, and procedures, including following all protocols for prospect and donor management established and implemented by Pomona College Advancement; and
- perform other related duties as assigned or requested.

## KEY COLLEAGUES

### **Maria Watson**

#### **Vice President for Advancement**

Maria Watson joined Pomona College in 2020 as Vice President for Advancement. As an Executive Officer of the College and reporting directly to the President, Watson oversees Pomona's development, principal and major gifts, gift planning, alumni and parent engagement, advancement services, and advancement communications and events teams. The team of nearly 60 staff raises over \$40 million per year and is currently preparing for the most ambitious campaign in Pomona's history to support the mission of one of the leading liberal arts colleges in the country.

Watson was previously Associate Vice President for Development at the University of Southern California (USC), where she set strategic direction for major gift, regional, and school/unit fundraising initiatives to realize the university's historic \$7.2 billion campaign, "Fas Regna Trojae." She was promoted to AVP of Development in 2014 after her successful tenure building philanthropic support for the University throughout the Northeast as the inaugural director of USC's New York Advancement office since 2011.

Watson brings 25 years of experience in the non-profit sector in fundraising, marketing, and public relations. Prior to the University of Southern California, she served as the Chief Development Officer for WFUV Public Radio, Fordham University in New York. During the course of her career, Watson has also held a number of senior positions in management, marketing, and fundraising in performing arts organizations, including Lincoln Center, New World Symphony, and Brooklyn Philharmonic. She spent seven years in marketing, ultimately as Director of Marketing and Communications for The Chamber Music Society of Lincoln Center. Her career began with the National Endowment for the Arts and Congressional Arts Caucus in Washington, DC.

A native New Yorker, Watson earned a bachelor of musical arts degree from the University of Michigan in Ann Arbor on merit scholarship. She and her husband David live in Claremont. An avid motorcyclist, she is a proud Ducatista on the street and track, and has taken up the futile pursuit of speeding on a race track.

### **Dr. Salvador Rivas**

#### **Assistant Vice President for Development**

Dr. Salvador Rivas joined Pomona College in 2020 as Assistant Vice President for Development, reporting directly to the Vice President for Advancement. He provides strategic leadership to successfully generate new revenue from major gifts, leadership and reunion giving, parents and family giving, and foundation and corporate relations to achieve Pomona's annual and campaign goals. Rivas is Advancement's primary liaison to the Dean's office

Rivas was previously the Senior Executive Director for Campaign Initiatives at the University of California, Irvine, where he was part of the leadership team and set strategic direction for the School of the Arts and the Institute and Museum for California Art. Prior to joining UCI, he was part of the corporate and foundation relations team at the USC Dornsife College of Letters, Arts and Sciences at the University of Southern California (USC).

Rivas brings 15 years of experience fundraising at research universities in Southern California. He received his B.A. from California Polytechnic State University (San Luis Obispo), M.A. from the University of San Diego, and Ed.D. in college administration from the University of Southern California where he was a research member at the USC Center for Urban Education.

He lives with his wife and two daughters in El Segundo. They enjoy hiking the Los Angeles County trails, beach outings, and visiting museums.

### **Linda Mazur '81**

#### **Assistant Vice President, Gift Planning**

Linda Mazur serves Pomona College as Assistant Vice President for Gift Planning. Reporting directly to the Vice President for Advancement, Mazur provides vision for and leadership of the team that implements the college's comprehensive gift planning program. Building on the longstanding success of the *Pomona Plan*, the College's pioneering annuity and trust program, the gift planning office also provides service-oriented fundraising support for College leaders and across Advancement, with technical expertise in helping alumni, family, and friends maximize their giving to the College through tax-advantaged gift planning vehicles and other methods.

Before coming to Pomona in 2010, Mazur practiced law in Beverly Hills for more than 15 years helping clients with estate planning, trust, and probate matters. During that time, she served as President of the Beverly Hills Bar Association, where she had previously chaired the *Probate, Trust, and Estate Planning Section*. She graduated from UCLA School of Law.

Mazur came to California from Florida to attend Pomona College. She majored in English and as a student participated in the choir, band, and dance and drama productions. She also spent a memorable semester abroad on a field tutorial in Berlin.

She lives in Valley Village with her husband Steve, their children David and Laura, and family dogs Syd and Winston. She has served as a Trustee of Oakwood School, the K-12 independent school from which David and Laura graduated.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Pomona College seeks a Major Gifts Officer with

- knowledge of fundraising best practices in athletics or higher education;
- experience in capital campaign fundraising in higher education;
- success in personally qualifying, cultivating, soliciting, and stewarding gifts with significant institutional impact;
- a high level of comfort and effectiveness working with high-net-worth individuals, domestically and internationally;
- experience recruiting volunteers, and building and managing a volunteer board, with fundraising goals;
- an ability to monitor performance to achieve personal fundraising and metric goals;
- an ability to work effectively in a complex institutional setting and maintain effective relationships with donors, volunteers, faculty, athletics staff, colleagues, and senior management;
- self-confidence, optimism, personal resilience, and the ability to function at peak levels in a high expectation environment;
- excellent written and oral communication skills including clarity, crispness, and elegance in writing and speaking;
- an ability to handle highly confidential information with patience, discretion, good judgment, courtesy, and tact while working with people from a wide variety of backgrounds;
- exceptional organizational and time management skills; and
- an ability to be an effective advocate for the value of a liberal arts education with all constituents.

A bachelor's degree is required for this position as is at least five years of major gift fundraising experience in a medium to large development operation with a diverse portfolio of prospects preferred.

### **SALARY & BENEFITS**

Pomona College offers a competitive and comprehensive salary and package of [employee benefits](#).

### **LOCATION**

Pomona College is located in Claremont, California, 35 miles east of downtown Los Angeles. Claremont, the "City of Trees" is a residential community of 35,000 near the foothills of the San Gabriel Mountains. Claremont consistently ranks among the best places to live, in both California and the nation.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Pomona College – to educate students of exceptional promise and to guide their contributions as the next generation of leaders, scholars, artists, and engaged members of society to fulfill the vision of the College’s founders: to bear their added riches in trust for all.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Major Gifts Officer, Pomona College.](#)

To nominate a candidate, please contact Gregory Leet:

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*