



EXECUTIVE DIRECTOR FOR ANNUAL GIVING
CARNEGIE MELLON UNIVERSITY
Pittsburgh, Pennsylvania
[Carnegie Mellon University](#)

Carnegie Mellon University

The Aspen Leadership Group is proud to partner with Carnegie Mellon University in the search for an Executive Director for Annual Giving.

The Executive Director will serve as the strategic leader for annual giving across Carnegie Mellon University. The Executive Director will demonstrate extensive experience with executing visionary annual giving programs at the university level that meet ambitious quantitative objectives. Well versed in industry best practices, the Executive Director will lead a central Annual Giving team focused on direct marketing (mail and email), Telefund, crowdfunding, and special initiatives, including Giving Tuesday, for constituent groups including alumni, parents, faculty, staff, students, and friends of the university.

The Executive Director will work collaboratively with other members of the Advancement Marketing and Communications team, as well as colleagues across the University Advancement division and in the university's colleges and schools. Serving as a strong collaborative partner, advisor, and mentor to staff across the university with annual giving responsibilities, the Executive Director will be responsible for developing a transformative vision for the program across the university to meet goals for increased retention and acquisition of donors, and a strengthened pipeline of donors, with emphasis on support from undergraduate alumni.

It is an exciting moment to be joining the Carnegie Mellon community. Founded by Andrew Carnegie, Carnegie Mellon University has been a birthplace of innovation since its founding as an engineering and fine arts school in 1900. It has soared to national and international leadership in higher education and research, especially since 1967 when the Carnegie Institute of Technology merged with the Mellon Institute for Industrial Research to form Carnegie Mellon University. CMU made an early commitment to computer science and information technology, where the university continues to advance discovery and impact. CMU is renowned for its blend of technical rigor and creativity, for its commitment to solving real-world problems, and for its strength in interdisciplinary collaboration. Its alumni have earned distinction around the globe—from Nobel Prize and Turing Award recipients to Tony and Oscar winners, from Wall Street investors to Silicon Valley entrepreneurs, and from world-renowned educators to pioneering researchers.

Carnegie Mellon is ranked as 27th among global research universities, according to the *Times Higher Education World University* rankings, 26th in *U.S. News and World Report*, and 20th in *The Wall Street Journal/Times Higher Education U.S. College* rankings. Many of its schools and departments maintain top five national and international rankings.

Beyond its Pittsburgh campus, Carnegie Mellon University's global presence includes campuses in Silicon Valley and Qatar, and graduate degree-granting locations in Los Angeles, New York City, Washington, D.C., Australia, Portugal, and Rwanda as well as numerous other research and educational partnerships around the world.

CMU's tenth President, Farnam Jahanian, was appointed in 2018; he is a computer scientist, entrepreneur, and academic leader. President Jahanian's priorities include enrichment of the student experience; providing fresh resources for the fine arts; accelerating work in foundational sciences from the application of machine learning and data science; and supporting a broad array of research in technology and the impact of such innovation on humanity.

PRINCIPAL OPPORTUNITIES

The Executive Director for Annual Giving will provide visionary and transformative leadership for CMU's Annual Giving program, with a mandate to collaboratively engage university stakeholders in conceiving and implementing comprehensive strategies that advance its goals for support among key constituencies.

The Executive Director will serve a critical role as the lead architect to evaluate current strengths, identify opportunities for significant innovation, and accelerate activity as the program pursues its trajectory of annual giving results that align with the university's status as a world-renowned private research university. The Executive Director will direct daily operations of the Annual Giving office and lead a team of approximately seven staff members.

CMU's Advancement Division is focused on engaging alumni and donors in the life of the university, and generating financial resources that will support CMU in advancing its important educational and research mission. The university is in a multi-year \$2 billion campaign that will continue through June 2024 and has raised more than \$1.2 billion in support of significant university strategic priorities.

REPORTING RELATIONSHIPS

The Executive Director for Annual Giving will report to Brian Thornton, Assistant Vice President for Advancement Communications and Marketing for University Advancement. The Executive Director will have frequent contact with other members of the Advancement Marketing and Communications team, as well as colleagues in Alumni and Constituent Engagement, Development, Gift Planning and Advancement Information Services, and in the university's colleges and schools.

PRIMARY RESPONSIBILITIES

The Executive Director for Annual Giving will

- serve as lead university strategist for annual giving programs;
- develop and execute comprehensive transformational strategies for annual giving that achieve university goals for donor retention and acquisition, growth in both donors and dollars, and increased support from undergraduate alumni;
- identify and execute targeted annual giving strategies for key audiences, including LYBUNTS, SYBUNTS, futures/non-donors, undergraduate alumni, recent graduates, graduate alumni, reunion-year alumni, parents, faculty, staff, and students;
- act as enthusiastic champion for innovation within the Annual Giving program;
- manage and develop a team of annual giving professionals within the divisional Annual Giving team;
- build a robust collaborative culture among university annual giving staff;
- advise and mentor staff in the colleges and across the university with annual giving responsibilities;

- continually evaluate existing programs, strategies and tactics and recommend and implement future approaches for annual giving;
- monitor industry best practices, trends, issues, and technologies, and propose innovative strategies and tactics to advance divisional and university objectives;
- identify and track appropriate metrics, and develop reports to monitor and shape program success;
- collaborate closely with colleagues in Development to execute strategies for leadership annual giving;
- partner with Donor Relations and Stewardship and Advancement Communications and Marketing on cultivation and stewardship programs for annual giving donors; and
- collaborate with colleagues in Alumni and Constituent Engagement, Advancement Communications and Marketing, Development, Gift Planning and Advancement Information Services to further university goals for annual giving.

UNIVERSITY ADVANCEMENT LEADERSHIP



Scott Mory
Vice President for University Advancement and
Interim Vice President for Marketing & Communications

Scott Mory is Carnegie Mellon University’s Vice President for University Advancement. He is responsible for overseeing the university’s overall advancement efforts and for building partnerships with all of CMU’s philanthropic and volunteer communities, including university alumni, parents and friends; charitable foundations; and corporate donors. He also is Interim Vice President for Marketing & Communications, overseeing all of the central marketing and communications efforts on behalf of the university.

Appointed Vice President for University Advancement in 2015, Mory works closely with administrative and academic leadership to develop advancement plans and resources to fulfill the university’s potential and to support its continued ascent. Among his initial accomplishments was creating a framework of chief development officers in each of CMU’s seven colleges and schools.

Under Mory’s leadership, in October 2019 the university launched its most ambitious philanthropic campaign to date – *Make Possible: The Campaign for Carnegie Mellon University*. More than 47,000 supporters have already contributed to the campaign, committing more than half of its \$2 billion goal thus far. Among the impacts these donors have had include the creation of 30 new endowed faculty chairs, including 3 endowed deanships; more than 220 new endowed scholarships and fellowships; and new world-class facilities like the Tepper Quad and ANSYS Hall.

Prior to joining CMU, Mory served as Associate Senior Vice President and Campaign Director at the University of Southern California, managing the day-to-day activities of the Campaign for USC, a historic effort to raise \$6 billion. He joined USC in 2007 as Associate Senior Vice President for Alumni Relations, a position he held until his promotion to campaign director in 2012.

Prior to USC, Mory served as Assistant Vice President for Alumni Relations and Annual Giving at George Washington University. He also was an adjunct professor in the university’s law school, teaching a first-year course on legal research, writing, and oral advocacy.

Mory holds a bachelor’s degree from the George Washington University and a Doctor of Jurisprudence from the George Washington University Law School.



Cindy Crimmins

Associate Vice President, Advancement Resources and Engagement Programs

Cindy Crimmins is the Associate Vice President for Advancement Resources and Engagement Programs. She is a strategic partner in the university's advancement efforts and is responsible for strengthening engagement with constituents through marketing and communication efforts as well as events, donor relations and stewardship activities, and annual giving. In addition, Cindy oversees several support programs, including Research and Management, as well as Advancement Information Services and Gift Administration.

Since arriving at Carnegie Mellon in 2016, Cindy has worked closely with advancement leadership to develop and enhance programs to support the strategic initiatives of advancement. Working closely with Alumni Relations and the campaign office, she and her team work to amplify and communicate the strengths and priorities of the institution through a multi-channel program. Prior to joining CMU, Cindy was Associate Vice President for Advancement Operations at Kent State University, one of the largest public institutions in Ohio. Prior to Kent State, Cindy served in various positions at Clarkson University, George Washington University, and the University of Maryland. Cindy earned her bachelor's degree from St. Mary's College of Maryland, where she first became interested in higher education philanthropy.



Brian Thornton

Assistant Vice President, Advancement Communications and Marketing

Brian Thornton is the Assistant Vice President for Advancement Communications and Marketing, a role he has served in since 2016. In this position, he leads a comprehensive team that includes creative, content, digital and direct marketing, donor stewardship, and annual giving. Prior to coming to Carnegie Mellon, he led advancement communications at Kent State, where he successfully developed and executed the communications plan for the university's *Centennial Campaign*, which ultimately raised \$265 million. Brian also served in a variety of roles at Case Western Reserve, where he was Director of Communications for the College of Arts and Sciences, and earlier managed annual fund direct mail efforts university-wide. He has bachelor's and master's degrees in structural engineering from CWRU, and a master's degree in journalism from Kent State.

PREFERRED QUALIFICATIONS

Carnegie Mellon University seeks an Executive Director for Annual Giving with

- expertise in annual giving and direct marketing principles, strategies and tactics;
- outstanding strategic communications, writing, and editing skills;
- extensive experience with digital and direct marketing;
- knowledge of audience analysis, marketing analytics, and metrics;
- experience with Salesforce CRM or similar software;
- strong analytical, research, and problem-solving skills;
- the ability to travel to multiple campus locations, maintain composure when dealing with difficult situations, and meet deadlines;
- creativity in developing innovative annual giving and strategies; and
- the ability to contribute in a high-performing team environment.

A bachelor's degree is required for this position with preference for marketing, as is at least 7 to 10 years of related experience and at least 5 years of experience in a senior leadership role in managing annual giving programs within a university setting that achieve quantitative goals.

DIVERSITY, EQUITY, AND INCLUSION

Carnegie Mellon University is a richly varied community, united in the pursuit of excellence. The students, faculty, and staff of Carnegie Mellon University represent all 50 states and over 65 nations, bringing together a wealth of perspectives, identities, backgrounds, and cultures. This diversity is its strength and its obligation, as every community member contributes unique strengths to the education and research that change the world.

In a world that continues to struggle with bias and inequality of opportunity, Carnegie Mellon University strives to better represent the variety of the human condition, and to better support all students, faculty, and staff. As a community devoted to rigorous analysis and creative approaches to real-world problems, CMU has both the tools and the responsibility to address these challenges. It will continue to cultivate a welcoming culture, improve programs, recruit and retain world-class talent, and become a leader and champion for best practices. This is core to its mission.

SALARY AND BENEFITS

Carnegie Mellon University offers a competitive salary and a wide variety of benefits and programs designed to meet the needs of its faculty and staff members. From its health and welfare plan offerings to tuition benefits and competitive retirement plans, CMU is committed to providing benefits that support its staff through every stage of their career at CMU. For a listing of employee benefits, please visit [Benefits at a Glance](#).

LOCATION

CMU is based in the vibrant city of Pittsburgh, Pennsylvania, consistently ranked among the most livable cities in the U.S. Pittsburgh continues to place high on many “best of” lists, ranking among the top 25 college towns in the U.S., top 5 cities for millennials, and an attractive location for home buyers and food lovers. Situated at the intersection of three rivers, with mountains and lakes nearby, Pittsburgh provides rich access to outdoor activities, a lively cultural landscape, an active professional sports scene (as the #1 football city in the U.S.), diverse and historic neighborhoods, and affordable housing.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Carnegie Mellon University and the position of Executive Director for Annual Giving.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[*Executive Director for Annual Giving, Carnegie Mellon University.*](#)

To nominate a candidate, please contact Tim Child:

[*timchild@aspenleadershipgroup.com.*](mailto:timchild@aspenleadershipgroup.com)

Carnegie Mellon University is an Equal Opportunity Employer/Disability/Veteran and offers a diverse environment with a flexible benefits package, including a generous retirement plan, tuition remission, and paid time off policy, as well as many professional development, health and wellness opportunities. A background check is required.

All inquiries will be held in confidence.