



SENIOR DIRECTOR OF DEVELOPMENT, GOIZUETA BUSINESS SCHOOL

EMORY UNIVERSITY

Atlanta, Georgia

[Emory University, Goizueta Business School](#)



EMORY
UNIVERSITY

The Aspen Leadership Group is proud to partner with Emory University in the search for a Senior Director of Development, Goizueta Business School.

Working in close collaboration with other program directors in the school and serving as a member of the Dean's cabinet, the Senior Director of Development, Goizueta Business School will provide innovative leadership and strategic vision to all aspects of the school's fundraising and alumni engagement activities. The Senior Director of Development will serve as the architect and builder of a strategic, cohesive, and systematic advancement and alumni engagement program to broaden and strengthen Goizueta's development, outreach, and constituent relations activities, in keeping with the mission and core values of the institution. The Senior Director of Development will lead a staff of eight across the areas of major gifts, annual giving, and alumni engagement, with four direct reports.

Goizueta is where bright futures begin. Created in 1919 as one of the United States' first business schools, the school's influence extends across the nation and around the globe. Its MBA programs consistently rank in the top 25 in the world among major publications including *Businessweek*, *The Economist*, *U.S. News & World Report*, and *Forbes*. Fortified by a prestigious reputation and recognized for excellence in finance, strategy, and leadership, Goizueta and its programs provide the edge to succeed in an everchanging world of commerce. It provides rigorous, relevant academics; an intimate learning environment; accessible, acclaimed faculty; and key connections in a thriving business hub.

Emory University is a private, research institution recognized internationally for its outstanding liberal arts colleges, graduate and professional schools, and one of the world's leading health care systems. Emory maintains an uncommon balance for an institution of its standing: its scholars and experts generate \$628 million in research funding annually while also maintaining a traditional emphasis on teaching. From cutting-edge medical breakthroughs and scientific advancements to groundbreaking scholarship and scholarly writing that attracts national headlines, Emory thrives on discovery. At Emory, discovery finds many creative pathways, from using imaging technology to reconstruct the brain architecture of an extinct tiger to research into how governments confront the challenge of contagious diseases or how hormonal changes help fathers bond with toddlers. The university is enriched by collaboration among its schools, centers, and partners as well as by the legacy and energy of Atlanta. Emory strives to advance the common good through research, teaching, and service. The extraordinary, talented community propels its work forward. Though its areas of expertise vary, Emory finds shared purpose in its mission to "create, preserve, teach, and apply knowledge in the service of humanity."

REPORTING RELATIONSHIPS

The Senior Director of Development, Goizueta Business School will report to the Assistant Vice President for Advancement, Marla Vickers with a dotted line to the Dean of the Goizueta Business School, Erika James.

PRINCIPAL OPPORTUNITIES

Committed to principled leadership, Emory's Goizueta Business School encourages all to *Go Beyond*. The Senior Director of Development has a singular opportunity to build the program at a very important time in the Emory's and Goizueta's history. Emory University is preparing for a comprehensive campaign, building on the success of *Campaign Emory*, a \$1.69 billion effort which concluded in 2012 and distinguished Emory as the first university in Georgia to raise \$1 billion. In 2019, the Goizueta Business School celebrates its 100th anniversary, recognizing years of excellence and tens of thousands of dynamic, talented people, as well as the 25th anniversary of the school's naming after Roberto C. Goizueta, one of the great business leaders of the 20th Century. Dean James has created a dynamic strategic plan, providing the Senior Director with exciting investment opportunities that will fuel even greater distinction to this top twenty business school.

PRIMARY RESPONSIBILITIES

The Senior Director of Development, Goizueta Business School will

- assess the fundraising potential of the school and serve as the architect and builder of a strategic, cohesive, and systematic Advancement and Alumni Engagement program to broaden and strengthen Goizueta's development, outreach, and constituent relations activities, in keeping with the mission and core values of the institution;
- collaborate with the Dean and other academic and administrative leaders in identifying and defining the full range of fundraising priorities at Goizueta; prioritize those opportunities and develop strategies and tactics for prospect identification, cultivation, and solicitation related to the campaign as well as ongoing development activity;
- build a compelling case for philanthropy at Goizueta;
- leverage the loyalty and commitment of the Dean's Advisory Board, as well as other key supporters in order to identify and cultivate individuals who can become participants in the life of the school and provide financial support at leadership levels;
- define and pursue a comprehensive, effective program of engagement and stewardship for past, current, and future donors that more closely ties these donors to the life of the school;
- emphasize cultivation strategies that recognize the importance of personal interest and motivation in philanthropy in order to maximize donor potential;
- create and promote opportunities for increased volunteers;
- educate the school community (faculty, alumni, administrators, and friends) on the importance of philanthropy and its role in helping the school achieve its goals;
- manage a portfolio of principal and major gift prospects and donors, and ensure that timely steps are taken toward solicitation;
- engage the Dean, faculty, and volunteers as appropriate in prospect and donor cultivation;

- build greater capacity, particularly in major and leadership annual giving, in order to increase philanthropic support for the school's near- and long-term strategic priorities;
- coordinate closely with other Advancement and Alumni Engagement staff, including alumni and constituent giving, foundation and corporate relations, gift planning, regional advancement, central operations, and alumni and constituent engagement to maximize cultivation, involvement, and solicitation of alumni, parent, individual, and organizational donors utilizing distinct opportunities for building upon and leveraging existing university and Goizueta relationships with key corporate partners in order to enhance corporate philanthropic support for the school;
- as a senior leader and representative of Goizueta, provide counsel and perspective based on past personal success and deep, broad, professional experience;
- actively participate as a member of the Dean's cabinet, providing counsel to the Dean and senior academic and administrative leaders on strategic priorities, programs, and policy from a development perspective;
- guide and support the Dean in her role as a key fundraiser, serving as a coach, mentor and co-strategist on cultivating and soliciting principal gifts; ensure that she is well-briefed and that her time spent is highly productive and effective;
- similarly guide and support academic, administrative, and volunteer leadership across all Advancement and Alumni Engagement activities;
- cultivate strong working relationships throughout Goizueta and with colleagues in Advancement and Alumni Engagement;
- ensure that Goizueta's Advancement and Alumni Engagement office is seen as a valued, collaborative and responsive partner able to professionally address both opportunities and concerns;
- lead the Goizueta Advancement and Alumni Engagement staff, promoting a culture of excellence, collaboration, and professional growth;
- set clear direction and priorities for a staff of approximately 11 professionals and administrative support personnel;
- promote excellence through well-defined and measurable goals; inspire and motivate staff through the free flow of information, placing staff members' work within the context of Goizueta's strategic priorities as well as within the mission of Emory University;
- lead by example; foster a work environment that recognizes and rewards team-based efforts within Goizueta Advancement and Alumni Engagement and across the Emory community and celebrate current achievements and set clear expectations for future success; and
- actively mentor and train staff, providing frequent opportunities for professional learning and growth; emphasize retention as a means of increasing the capacity and expertise of the team; assess the current structure of Goizueta's Advancement and Alumni Engagement team, and adjust as necessary to fully leverage human and financial resources and promote greater efficiency.

UNIVERSITY LEADERSHIP AND KEY COLLEAGUES



Claire E. Sterk
President

Claire E. Sterk is the 20th President of Emory University and the Charles Howard Candler Professor of Public Health. She began her role as President on September 1, 2016. A pioneering public health scholar, Sterk has served for the past two decades as a social scientist, academic leader, and administrator at Emory. Prior to becoming President, she was the University's sixth Provost and Executive Vice President for Academic Affairs.

Sterk is a globally renowned thought leader who has deepened the understanding of social and health disparities; addiction and infectious diseases, specifically HIV/AIDS; community engagement; and the importance of mentoring and empowering women leaders. She has held numerous leadership positions in professional organizations. Her academic publications include three books and more than 125 peer-reviewed articles. Her work is widely cited and has received more than \$30 million in external research funding. Professor Kirk Elifson, to whom she is married, is a key research partner; together they have lectured widely at universities around the world.

Both in her role as President and in her previous role as Provost, Sterk has emphasized the choices and responsibilities of research universities and their real-world impact. She is a strong advocate for increased access and inclusion, and she is known for championing collaboration and innovation within the academy as well as through global external engagement—including at the local level.

A native of the Netherlands, Sterk earned her PhD in sociology from Erasmus University in Rotterdam and a doctoral degree in medical anthropology from the University of Utrecht. She completed her undergraduate education at the Free University in Amsterdam.



Erika James
John H. Harland Dean, Goizueta Business School

Erika James became the John H. Harland Dean of Goizueta Business School in July 2014. A published researcher and award-winning educator with a passion for consulting and speaking, she places an emphasis on what higher education can do to be of service to industry.

Under James' leadership Goizueta remains one of the top business schools in the nation with an upward trajectory in student career success and faculty thought leadership. James initiated a new strategic plan in 2016 calling for a renewed focus as the school approaches its 100th anniversary (2019). Her approach includes a consistent call for faculty, staff, and students to effectively collaborate, raise the school's influence, and act as good stewards of resources.

Before arriving at Goizueta, James served as the Senior Associate Dean for Executive Education at the Darden Graduate School of Business. She also served as an assistant professor at Tulane University's Freeman School of Business, and a visiting professor at Harvard Business School. Her academic career includes involvement in diversity initiatives and membership on multiple university councils and committees.

As an educator, James has been instrumental in starting various Executive Education programs, including the Women's Leadership program at Darden. She previously served on the board of the Association to Advance Collegiate Schools of Business (AACSB), the foremost accrediting body in business education. James speaks at numerous conferences in the areas of leadership, organizational effectiveness, change management, and diversity. James' expertise in workplace diversity and crisis leadership has led to

recognition in scholarly journals and mainstream media.

James is a member of the Leadership Atlanta Class of 2016 and, shortly after becoming Dean, was named to the “Power 100” list of Ebony Magazine. She is committed to establishing an equal playing field across gender and race and, in 2014, was honored by the National Diversity Council.

James holds a Ph.D. and a master’s degree in organizational psychology from the University of Michigan. She received a bachelor’s degree in psychology from Pomona College of the Claremont Colleges in California.



Josh Newton

Senior Vice President for Advancement and Alumni Engagement Joshua R. Newton assumed the post of Senior Vice President for Advancement and Alumni Engagement on Aug. 27, 2018. Newton most recently served as President and CEO of the University of Connecticut Foundation, Inc. In that capacity, he presided over the five most successful fundraising years in the foundation’s history, raising a total of nearly \$400 million over fiscal years

2014-2018, representing a 46 percent increase.

At Emory, his responsibilities will include the development and implementation of the university’s next philanthropic campaign, building on Emory’s 10-year aspiration and focus on academic eminence. As Senior Vice President, he will also play an important role in furthering Emory’s relationships in the Atlanta community as well as engaging nationally and internationally on behalf of the university.

Before his move to Connecticut, Newton served for more than a decade in Emory’s Development and Alumni Relations division, most recently as Vice President for University development, a position he held until 2013. During his tenure at Emory, the university successfully completed *Campaign Emory*, a seven-year, \$1.69 billion effort, the largest in the university’s history, with nearly 150,000 donors contributing.

A native of Hamlet, North Carolina, Newton is a graduate of Belmont Abbey College in Belmont, North Carolina. He began his career in higher education at Converse College in Spartanburg, South Carolina, where he served as Executive Director of Development, leading the school’s successful \$75 million campaign to surpass its goal one year ahead of schedule.



Marla Vickers

Assistant Vice President for Advancement, Colleges, Schools, and Units

Marla Vickers joined Emory College in 2019 to provide leadership and strategic direction for fundraising, alumni and constituent engagement efforts for Emory College of Arts and Sciences, Oxford College, Goizueta Business School, Nell Hodgson Woodruff School of Nursing, Campus Life and Athletics, Parent & Family Philanthropy, Libraries, and the Michael C. Carlos Museum.

Most recently she served as Assistant Vice President for Development at Yale University where she oversaw seven units in the university’s development office, including major gifts, planned giving, annual giving, reunion giving, leadership giving, prospect research, and prospect management. Prior to her tenure at Yale, Vickers served in multiple development roles at various institutions, including The University of Chicago, George Washington University, Duke University, and Georgetown University. Vickers holds a Bachelor of Arts from the University of Georgia, a Master of Arts from Florida State University, a Master of Business Administration from George Washington University, and a fundraising professional certificate from Northwestern University.

PREFERRED QUALIFICATIONS

Emory University seeks a Senior Director of Development, Goizueta Business School with

- a deep appreciation for the history, achievements, and aspirations of Goizueta Business School and Emory University, and the ability to effectively articulate the Dean's vision to a diverse audience of students, alumni, and friends;
- the credibility, maturity, and sound judgment required to effectively engage, influence, and leverage the Dean, faculty, Boards, and other volunteers in the cultivation, solicitation, and stewardship of key prospects and donors;
- the political savvy to navigate a complex academic community as well as the ability to build bridges and strong collaborative relationships with all members of an operation across the school, university, and a diverse body of alumni and constituents;
- a genuine passion and energy for contributing to the growth and evolution of a school in a rapid change environment with the ability to work effectively with a broad range of internal and external constituents – providing strong support, inspiring them to action, and making the experience rewarding;
- supervisory and management skills, both strategic and operational, with value placed on organizational loyalty, commitment, pride, integrity, and collegial openness;
- a demonstrated ability to build, manage, mentor, and motivate an effective team, providing strong support and an opportunity for growth and development; and
- a proven track record of operational and management excellence and demonstrated experience building strategic and operational plans that engage external constituencies, particularly in an integrated, complex, multi-unit organization.

A bachelor's degree is required for this position. A minimum of seven years of professional leadership experience in complex advancement and alumni engagement programs (preferably within higher education) recognized for their strength and effectiveness is preferred. Experience in a business school setting is highly valued.

DIVERSITY AND INCLUSION

Emory University is committed to maintaining an environment that is free of unlawful harassment and discrimination. Pursuant to the university's commitment to a fair and open campus environment and in accordance with federal law, Emory cannot and will not tolerate discrimination against or harassment of any individual or group based on race, color, religion, or ethnic or national origin, gender, genetic information, age, disability, sexual orientation, gender identity, gender expression, veteran's status, or any factor that is a prohibited consideration under applicable law. Emory University welcomes and promotes an open and genuinely diverse environment.

SALARY & BENEFITS

Emory University offers a competitive salary and benefits package.

LOCATION

Emory's main campus, selected by *The Best Colleges* as one of the top ten "most amazing college campuses," is located in the historic, suburban Atlanta neighborhood of Druid Hills. Emory's main campus covers more than 600 acres. Students, faculty, staff, and visitors enjoy a peaceful, pedestrian-friendly environment, with easy proximity to one of the nation's fastest-growing metropolitan areas. The campus features a thoughtful balance of buildings and green space. Peavine Creek, a branch of the historic Peachtree Creek, winds through maples, oaks, magnolias, pines, and dogwoods that grace the gently rolling hills. The Haygood-Hopkins Memorial Gateway marks the main entrance from Druid Hills, a gracious, park-like residential area designed by landscape architect Frederick Law Olmsted. The original campus plan is the work of Beaux-Arts architect Henry Hornbostel. Other noted architects who have designed buildings include John C. Portman and Michael Graves.

APPLICATION INSTRUCTIONS

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 apply for this position, visit:

[Senior Director of Development, Goizueta Business School, Emory University.](#)

To nominate a candidate, please contact Don Hasseltine:

donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.