



ASSOCIATE VICE PRESIDENT FOR ACADEMIC DEVELOPMENT

EMORY UNIVERSITY

Atlanta, Georgia

<https://emory.edu/>



EMORY
UNIVERSITY

The Aspen Leadership Group is proud to partner with Emory University in the search for an Associate Vice President for Academic Development.

The Associate Vice President for Academic Development is responsible for providing leadership and strategic direction to the fundraising, alumni, and constituent relations efforts for Emory College of Arts and Sciences, Oxford College, Goizueta Business School, Emory Law School, Candler School of Theology, Laney Graduate School, Campus Life, Parent Philanthropy, and other academic development programs. Managing a team of senior staff who perform at the highest levels, the Associate Vice President for Academic Development works in close coordination with the deans and program directors to identify key initiatives for private funding in addition to managing a personal portfolio of principal and major gift prospects. The Associate Vice President for Academic Development serves as a member of the senior leadership team for Development and Alumni Relations and facilitates partnerships with the Emory Alumni Association, academic development programs, development operations, Woodruff Health Sciences Center development, and other University units and offices. The Associate Vice President for Academic Development participates in the development of strategic planning processes, assists in policy making for department-wide initiatives, and acts as an advocate and ambassador for the division at University functions.

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 Associate Vice President for Academic Development will report to the Senior Vice President for Development and Alumni Relations.

PRINCIPAL OPPORTUNITIES

The Associate Vice President for Academic Development will join Emory as the institution prepares for its next campaign, building on the success of Campaign Emory, which raised over \$1.69 billion and ended in December of 2012. This successful candidate will join the senior management team and provide strategic direction to a team responsible for raising philanthropy to fuel bold strategic initiatives in the non-health sciences programs. Partnering with six deans to ensure that priorities are defined and persuasively presented, the Associate Vice President for Academic Development has a significant role in the attainment of transformational philanthropy aimed at society's most intractable problems.

Susan Cruse

Senior Vice President for Development and Alumni Relations

PRIMARY RESPONSIBILITIES

The Associate Vice President for Academic Development will

- provide leadership and strategic direction to the fundraising, alumni, and constituent relations efforts for Emory College of Arts and Sciences, Oxford College, Goizueta Business School, Emory Law School, Candler School of Theology, Laney Graduate School, Campus Life, Parent Philanthropy, and other academic development programs;
- manage a team of senior staff who perform at the highest levels, with sustained success in managing individual, corporate, foundation, and planned gift activity for respective schools;
- work in close coordination with the deans and program directors to identify key initiatives for private funding;
- manage a portfolio of principal and major gift prospects;
- work with volunteer leadership groups related to major gift activity, and direct the planning for major gift functions, donor recognition, and major gift stewardship;
- facilitate partnerships with the Emory Alumni Association, academic development programs, development operations, Woodruff Health Sciences Center development, and other University units and offices;
- participate in the development strategic planning process, assist in policy making for department-wide initiatives, and represent the division at University functions; and
- develop and manage budgets.

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.



Susan Cruse

Senior Vice President for Development and Alumni Relations

Susan Cruse was appointed Senior Vice President for Development and Alumni Relations at Emory University in July 2007. She leads the fundraising, alumni relations, and related activities for Emory University, its units, and affiliates to advance Emory's vision, mission, and strategic plan. Under Cruse's leadership, Emory surpassed its *Campaign Emory* goal, raising nearly \$1.7 billion, in December 2012.

Cruse has considerable experience in university development. Prior to joining Emory, she was the Assistant Vice President for Development and Alumni Relations at the Johns Hopkins Institutions, Johns Hopkins Medicine, and a member of the Johns Hopkins University senior leadership team. Cruse held several development and leadership positions at University of California–Los Angeles (UCLA) and at the University of California–Irvine. She also spent two years at TRW working with research universities in public-private partnerships to advance research and accelerate technology transfer.

A graduate of UCLA, Cruse has written and lectured extensively on a variety of business and education topics and has been published in the *Journal of Engineering Education*. She has served on several not-for-profit boards, including the National Science Foundation's Corporate and Foundation Alliance Board.

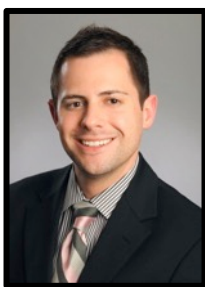


Mary Ann Sprinkle
Vice President for Development
Robert W. Woodruff Health Sciences Center

Mary Ann Sprinkle serves as the Vice President for Development for the Robert W. Woodruff Health Sciences Center at Emory University, a position she has held since August 1, 2017. In this role, Sprinkle provides leadership and strategic direction for the Woodruff Health Sciences Center and its tripartite mission of education, research, and patient care, including Emory University School of Medicine, Nell Hodgson Woodruff School of Nursing, Rollins School of Public Health, Yerkes National Primate Research Center, Winship Cancer Institute, and Emory Healthcare.

Prior to the appointment at Emory University, Sprinkle served as the Associate Vice President for Advancement/Chief Development Officer at the University of Miami Leonard M. Miller School of Medicine in Miami, Florida for more than a decade. In that role, she oversaw the comprehensive teams responsible for fundraising, alumni/ae relations, grateful patient initiatives, and special events for the University of Miami Health System and the Miller School of Medicine. The Miller School of Medicine raised more than \$1 billion for *Momentum2: The Breakthrough Campaign* for the University of Miami. This campaign successfully finished with a total of \$1.6 billion in support for the University of Miami and, combined with the initial *Momentum Campaign*, raised a total of \$3 billion during the tenure of President Donna E. Shalala. Additionally, Sprinkle served as Assistant Vice President for Medical Development and Alumni Relations for the Miller School of Medicine, Director of Development for the National Parkinson Foundation, and Managing Director of Development for Florida Grand Opera. Prior to her fourteen years in Florida, Sprinkle's fundraising career was largely in the Pacific Northwest.

Among her professional affiliations, Sprinkle has been active with the Council for Advancement and Support of Education (CASE), serving in several regional and national leadership roles; the Association of American Medical Colleges (AAMC), where she has served as speaker and facilitator at national conferences. In addition to graduating *summa cum laude* from Stephens College, in Columbia, Missouri, with a BA in Psychology, Sprinkle holds an MS in Counseling from the University of Oregon in Eugene, Oregon.



Alexander Brown
Associate Vice President, Development and Alumni Relations

Alex Brown has over 15 years of institutional memory and began his Emory career negotiating sponsored research contracts. After transitioning from research administration to development and alumni relations, Brown supported the Emory Vaccine Center as a major gifts officer. In 2008, he became Chief of Staff for Robert W. Woodruff Health Sciences Center development and alumni relations, leading a team facilitating grateful patient and community member prospect pipelines and annual giving, special constituent patient services, faculty development training, stewardship, event management, and operations. Collaborating with the Vice President and Chief Development Officers, Brown also participated in principal gift strategies and proposal development.

During the past year, Brown served as Interim Vice President for the Robert W. Woodruff Health Sciences Center team, leading more than 65 colleagues in direct fundraising and operations roles. Brown is currently an Associate Vice President in Development and Alumni Relations responsible for the Emory University School of Medicine and Emory Healthcare fundraising

teams, as well as health sciences annual giving, stewardship, events, operations, and public private partnerships. He works in close partnership with the Vice President, Principal Gifts Officer, and chief development officers on principal gift strategy across the health sciences.

After graduating from Emory College with a Bachelor of Arts in English, Brown began grant writing for a national nonprofit before joining his alma mater as an employee. A Florida native, Brown now considers Atlanta home and enjoys spending time with his young daughter.



Ben Tompkins

**Senior Associate Vice President and Chief Operations Officer
Development and Alumni Relations Operations**

Ben Tompkins is the Senior Associate Vice President & Chief Operations Officer for Development and Alumni Relations at Emory University. Tompkins joined Emory in 2003 as the Director for Alumni and Development Records and was responsible for the management of various operational offices during Emory's \$1.7 billion campaign that concluded in December 2012.

Tompkins currently manages the central operations area, including Information Systems and Technology, Gift Records, Development Records, Prospect Management, Development Research, Donor Fund Reporting, Human Resources, and Finance.

Before joining Emory, Tompkins was the Director for Development Services at Agnes Scott College during their \$75 million *Bold Aspirations Campaign*. Prior to his involvement with higher education institutions, Tompkins served as the Deputy Director for Project Open Hand, and was an assistant controller at Equifax, Inc. He holds a degree in finance from the University of Georgia. Tompkins is on the board of Slow Food Atlanta and The Farmer Fund.



Mathwon R. Howard

Associate Vice President for Development Programs

Mathwon R. Howard began his role as Associate Vice President for Development Programs at Emory University in September 2014. Mathwon oversees Annual Giving, Gift Planning, Donor Relations, Development Communications, Corporate Relations, Foundation Relations, and three development units: Carlos Museum, Center for Ethics, and Emory Libraries and Information Technology. Mathwon also provides leadership for the next Emory University comprehensive campaign.

Mathwon came to Emory from Duke University, where he most recently served as Director of Major Gifts. He has more than twenty years of advancement, major gifts, and alumni experience at non-profits including the Detroit Zoological Society, the University of Michigan, Binghamton University, and Bowling Green State University. He has been involved with campaigns ranging from \$3.25 billion to \$49 million and has experience in all aspects of institutional advancement, including alumni relations, annual giving, board relations, events, research, and major gifts. He holds a BA degree in leadership and public administration from Adrian College and enjoys public speaking, reading, writing, nature, and any activity that captivates his children.



Sarah Cook

Associate Vice President, Emory Alumni Association

Sarah Cook is the Senior Associate Vice President of the Emory Alumni Association (EAA). A 1995 graduate of Emory College, Sarah joined the Association in 2001 as the Director of Student and Young Alumni Development. After roles as the manager of career services, regional chapter and interest groups, and alumni services, she spent six years as Vice President in charge of strategic planning, budget, marketing, and technology. Under her leadership, the EAA developed the book *Emory Memory: Traditions, Legacy & Lore*, implemented a 3-year strategic plan which was successfully completed in 2013, formulated a new graphic identity based on an “I’m IN” campaign, and expanded alumni access to campus resources. Cook received the DAR Spirit of Emory Award in 2010, and has served as a divisional and university-wide leader on many projects and committees, including the Emory Magazine Editorial Board, the Traditions & History at Emory Committee, Center for Women, the Information Technology Steering Committee, the Emory Senate Committee on the Environment, Friends of Emory Forest, the Blue & Gold Make Green Alumni Group, and the Brand Advisory Counsel.

Prior to joining Emory’s staff, Cook worked for a national environmental organization as the community organizer for Louisiana and Alabama, assisting local communities with media relations and campaign planning on issues such as wetlands and forest protection, environmental justice, sustainable development, and mercury pollution. Cook has continued to support sustainability and community outreach as a volunteer with the Friends of Northlake Library, DeKalb County Schools Wellness programs, The GLOBE Academy, and Girls Scouts of Greater Atlanta.

Cook and her husband Chris, an IT project manager for Emory Healthcare, have three young children. She is an avid runner and hiker.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Associate Vice President for Academic Development should have

- demonstrated success in working in billion dollar comprehensive campaigns;
- experience in major and principal gift fundraising from individuals, corporations, and foundations including planned and deferred giving;
- extensive experience with constituent and moves management systems and managing complex budgets;
- outstanding interpersonal and communication skills and a collaborative work style; and
- an ability and willingness to travel extensively.

A Bachelor’s degree is required for this position as is ten years of experience in a senior fundraising role preferably in higher education.

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.

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.

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 nominate a candidate, please contact Don Hasseltine:
donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.

