

# Advancement Search

## Dynamic Leadership to Advance Your Organization

Today's not-for-profit institutions are seeking dynamic advancement leaders who can manage sophisticated, integrated, multi-disciplinary advancement divisions while serving as the chief external relations officer alongside their president, CEO or executive director. Finding and keeping talent capable of meeting or exceeding these expectations is oftentimes one of the toughest challenges presidents and boards face.

Witt/Kieffer is the only executive search firm in the nation's top ten that focuses on the not-for-profit sector within health care, higher education, academic medical centers and arts and social organizations. *Virtually all* of our clients rely on philanthropy and strong relationships with external constituents to attain success.

In the last decade alone, Witt/Kieffer consultants have completed more than 300 chief advancement officer searches in development, alumni relations and marketing and communications for healthcare organizations, higher education institutions and other not-for-profit sectors. Our placements provide exceptional leadership and the continuity needed to achieve fundraising, alumni relations, communications and campaign success.

### Staying current on advancement leadership

Witt/Kieffer finds advancement leaders who possess the necessary skills, knowledge and experience to help shape a successful philanthropy program. We assess candidate capabilities and align them with each client's specific needs, which may include:

- Design and implementation of fundraising campaign operations
- Collaboration with senior staff to articulate the organization's vision
- Cultivation and development of relationships with alumni, corporations and other potential donors
- Philanthropic activities management
- Oversight of fund disbursement
- Leadership and management of development and alumni relations staff
- Management and implementation of marketing and communications programs

### Experience and expertise like no other

The Witt/Kieffer advancement team is deep with experience not only in executive search but also in the field of advancement. Our consultants have held leadership positions in advancement and academic and healthcare administration and their experiences encompass a wide range of roles, including fundraising, alumni relations, marketing, management and operations.

### The best and most current contacts in the profession

Advancement search in today's marketplace requires expertise, experience and an incomparable network of contacts. Because we do more advancement searches than any other firm in the country, our knowledge of the best and brightest in the profession is deep and current.

According to a recent Witt/Kieffer survey, the following cultural elements are important to achieving success in the role of advancement/development officers.

Fit with mission	97%
Relationships with board members	97%
Relationships with peers	90%
Alumni engagement	89%
Relationships with the external community	86%
Relationships with faculty	76%
Ability to build/support diversity	69%

We provide the national coverage of a large, robust national search firm and the personalized client and candidate focus of a smaller firm. We offer a distinctively collaborative approach to finding advancement leaders with highly successful outcomes.

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## Representative searches

### *Chief Development Officers*

- Brigham and Women's Hospital, Boston, MA, Chief Development Officer
- College of the Holy Cross, Worcester, MA, Vice President for Development and Alumni Relations
- Michigan State University, East Lansing, MI, Vice President for Advancement
- Shands HealthCare, Gainesville, FL, Chief Development Officer
- Union College, Schenectady, NY, Vice President for College Relations

### *Chief Alumni Relations Officers*

- Boston University, Boston, MA, Associate Vice President for Alumni Relations
- Carnegie Mellon University, Pittsburgh, PA, Associate Vice President for Alumni Relations
- Dartmouth College, Hanover, NH, Vice President for Alumni Relations

### *Chief Marketing and Communications Officers*

- Excellus Blue Cross Blue Shield, Rochester, NY, Senior Vice President, Marketing
- Lighthouse International, New York, NY, Senior Vice President of Marketing and Communications
- Ohio University, Athens, OH, Executive Director of Communications and Marketing
- Premier Health Partners, Dayton, OH, Vice President, Marketing and Communications
- University of the South, Sewanee, TN, Executive Director of Marketing and Communications

## Our approach to search

At Witt/Kieffer, our clients commend us for our expertise in both health care and higher education, our access to a nationwide pool of executive talent, our sensitivity to regional and local differences and our record of successful placements.

Our customized executive search process is consultative and adaptive, and features organizational assessment and position specification preparation; comprehensive research; thorough candidate evaluation; extensive screening and reference checking; negotiations and leadership transition support. Witt/Kieffer's support does not stop at the end of a search but continues with regular frequent contact after the new executive joins the organization.

Witt/Kieffer's continuing commitment to excellence in executive search for 40 years ensures our clients receive personalized service, a tailored approach to each assignment and superior high quality outcomes.

## The greatest impact on your organization

Talented advancement leaders can truly transform an organization. Now more than ever, chief development, alumni relations and marketing and communications officers can have a profound impact on your organization's bottom-line and move it closer to realizing its vision, mission and goals.

Witt/Kieffer stands ready to assist in hiring your institution's next advancement leader. For more information, call 630/990.1370 or visit [www.wittkieffer.com](http://www.wittkieffer.com).