

**Vice President, Chief Development Officer (CDO)
Medical College of Wisconsin
and Froedtert Hospital
Milwaukee, Wisconsin**



knowledge changing life

Froedtert

The Medical College of Wisconsin and Froedtert Hospital have partnered with Spano Pratt Executive Search to identify the Vice President, Chief Development Officer (CDO).

To be considered, please submit a cover letter and resume to:

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Spano Pratt Executive Search

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Organizations

We're looking for those individuals—the creative thinkers and innovation seekers—who are content with nothing short of changing the world. Discover the endless opportunities within Froedtert Hospital and the Medical College of Wisconsin and be inspired by the work we can do together to improve health, and make a positive, daily impact in our communities.

The **Medical College of Wisconsin** (MCW) has a long-standing reputation of providing outstanding medical and graduate education, conducting cutting-edge biomedical research, providing innovative and compassionate patient care, and improving the health of the communities we serve.

Approximately 1,730 physicians, 840 nurse practitioners, and physician assistants, and other healthcare practitioners care for more than 404,000 patients each year. MCW is the largest private research institution in Wisconsin, with \$337 million in research-related investments in FY 2023 and leads Wisconsin in cancer clinical trials. MCW is the second largest NIH funding recipient in Wisconsin. There are more than 1,615 students enrolled in the medical, graduate and pharmacy schools at MCW. MCW faculty and staff members are involved in more than 4,100 community outreach activities, involving more than 900 community partners.

MCW has approximately 7,000 faculty and staff (approximately 6,208 full-time equivalents). There are approximately 1,949 full-time and 152 part-time faculty and approximately 3,756 full-time/909 part-time staff. MCW is the 7th largest private employer in metro Milwaukee. Additional information regarding MCW can be viewed online at the [About MCW](#) website.



Froedtert Hospital is a 606-bed academic tertiary care facility serving as a regional referral center for advanced medical care. It is the principal adult hospital affiliate of MCW and the flagship hospital of Froedtert Health, a regional, integrated health care organization that joins the capabilities of an academic medical center, two community hospitals and a primary and multi-specialty physician group to deliver highly coordinated, cost-effective health care.

Froedtert is a major teaching and research hospital with more than 1,000 medical, nursing, pharmacy, and health technical students in training, and participates in over 2,000 clinical trials and research studies each year. In addition, the hospital is one of only two Level I adult trauma centers in the state.

The delivery of high quality, safe care is embedded in the culture and at the forefront at Froedtert Hospital. This is evidenced as the hospital is consistently recognized as a Vizient top 15 performing academic medical

center. This is further demonstrated as Froedtert Hospital was re-certified by The American College of Surgeons in 2016, distinguishing it as providing the highest standard of care for severe injury and illness.

Froedtert Hospital has been ranked the most preferred hospital in Milwaukee by NRC for the past eight years, has three times achieved Magnet designation for excellence in nursing services by the American Nurses Credential Center's (ANCC) Magnet Recognition Program and is the top ranked hospital in Milwaukee according to US News and World Reports.

The Office of Development and Alumni Relations

For the past 130 years, donors have enabled MCW and its predecessor institutions to discover and deliver new treatments, prepare physicians, health care and scientific leaders of the future, transform healthcare delivery and quality, and advance the health of our communities.

Exciting new and innovative initiatives at both MCW and Froedtert have created tremendous momentum for a development organization capable of achieving significant growth in funding. As a partner and collaborator with the MCW and Froedtert Hospital senior leadership teams, the CDO will integrate fundraising into the fabric of the institution's strategic plans, thus ensuring that philanthropic funds help to support and fund major initiatives in addition to advancing the four missions of these organizations.

Over the past years, MCW and Froedtert have synergistically expanded their partnership which has resulted in the consolidation of their development functions in 2012. This integration has allowed them to build on the combined strengths of each entity and focus on the synergies to better capture donors and friends from across the region, state and nation.

The Office is responsible for Campaign Management, Major and Leadership Gifts, Gift Planning, Annual Giving, Grateful Patient Giving, Alumni Relations, and Advancement Services and Engagement. The CDO will manage the teams ultimately responsible for achieving annual and campaign fundraising goals at all levels, as well as building the pipeline of future donors. The staff of nearly 50 FTEs is raising more than \$82 million annually to support programs, capital projects and endowments. This year, the Office is on track to secure over \$100M in philanthropic support.

In 2015, The Hope to Health Campaign began with a goal of \$200M. This comprehensive campaign was completed within six years with more than \$300M raised. MCW and Froedtert's fundraising efforts are enabled by its loyal constituency, a stellar reputation in the region and beyond, and a dedicated group of employed faculty, physicians, leaders, and staff. Currently, MCW and Froedtert are planning a \$1B campaign that will be completed by 2030.

The Office enjoys a strong relationship with its public relations and marketing colleagues, who provide a wide range of services, including message development, direct mail, publications, special events, data analysis and tracking, social media, and a variety of other strategic and tactical assistance. The culture and environment for fundraising is collaborative and allows for the giving programs to maximize their potential through an integrated approach for donor-centered strategies and staff cross-training.

Our Commitment to Equity, Diversity, and Inclusion

The Medical College of Wisconsin (MCW) is committed to creating an inclusive and welcoming workplace that includes individuals with diverse backgrounds and experiences. We believe that embracing human differences is critical to realize our vision of a healthier world, and we recognize that a healthy and thriving community starts from within. We strive to integrate our human and social differences into MCW's functioning, strategies and culture to create a diverse and equitable workplace. If you believe embracing individuality and working together makes us stronger, then MCW is the place for you. People of color, women, LGBTQIA+, veterans and persons with disabilities are encouraged to apply.

MCW as an Equal Opportunity Employer and Commitment to Non-Discrimination

MCW is an Equal Opportunity Employer. We are committed to fostering a diverse community of outstanding faculty, staff, and students, as well as ensuring equal educational opportunity, employment, and access to services, programs, and activities, without regard to an individual's race, color, national origin, religion, age, disability, sex, gender identity/expression, sexual orientation, marital status, pregnancy, predisposing genetic characteristic, or military status.

MCW Values

MCW's organizational values guide us in all our endeavors, from our internal operations to our interactions with our partners, patients, each other and the communities we serve. These values will shape the future of MCW and define our path to continued success. As we grow and evolve as an institution, it is essential that we establish a strong foundation built upon shared principles and beliefs. These values define who we are, what we stand for and how we conduct ourselves at MCW — they represent the very essence of our collective identity and the principles we hold most dear.



Position Profile

Serving a purpose greater than oneself. MCW's leaders exemplify the meaning of these words. Their diverse and extensive backgrounds reflect the dynamic, innovative spirit of the institution, while their collective expertise helps strengthen a shared culture of philanthropy and collaboration and carry out the singular mission to advance health for all in our communities.



The Medical College of Wisconsin (MCW) and Froedtert Hospital seek a collaborative, energetic, innovative, and dynamic leader as their next Vice President, Chief Development Officer (CDO). This is an outstanding opportunity for an experienced development professional to set the vision and lead the infrastructure in support of the development and alumni functions at a thriving academic medicine enterprise on a trajectory of innovative growth.

MCW is a private, nationally recognized, freestanding health sciences university widely respected as an academically productive center for the education and development of scientists and researchers; graduate and undergraduate medical education programs; basic, translational and population health research initiatives and overall clinical excellence. It is the largest private research institution in Wisconsin and the cornerstone of the Milwaukee Regional Medical Center campus with regional campuses in Green Bay and Central Wisconsin supporting medical education and training.

Froedtert Hospital is the principal adult hospital affiliate of MCW. Froedtert and MCW form the only academic medical center in Eastern Wisconsin, serving as a regional referral center for advanced medical care. Froedtert is a major teaching and research hospital with more than 1,000 medical, nursing, pharmacy and health technical students in training and participates in over 2,000 clinical trials and research studies each year. In addition, the hospital is one of only two Level I adult trauma centers in the state.

The CDO will report to Dr. John Raymond, President and CEO of MCW and Catherine Jacobson, President and CEO of Froedtert Health, to help enable these two organizations to continue their trajectory of high-quality teaching, clinical service delivery, innovation and expansion in a highly collaborative environment. The CDO also has an indirect reporting relationship to the MCW SVP, University Engagement & Strategic Planning, for the purposes of strategy-building, execution, operations, and navigation. This leader will be an experienced development professional with significant leadership experience, preferably in academic medicine. The CDO will oversee a high-level portfolio of leadership and principal gift prospects, inspire a culture of philanthropy, and lead a team that models high performance, collegiality, and professionalism throughout the development organization. The CDO will lead the process by which leadership gift prospects are regularly reviewed and evaluated for the next steps in cultivation, solicitation, and stewardship. The CDO will collaborate with the senior leadership teams of MCW, Froedtert Hospital and their respective Boards to create a unified strategy for the current campaign initiatives.

The CDO will possess a successful track record as a collaborator, builder of teams and programs and a visionary with impressive strategic planning and campaign experience. This leader will have the interpersonal and communication skills necessary to establish strong relationships and partnerships internally and externally. Experience with grateful patient fundraising would be a decided advantage.

Essential Functions and Responsibilities

Leadership

- Serves as the enterprise leader and subject matter expert for philanthropy and alumni relations; educates and consults MCW and Froedtert executives, board members, center directors, department chairs, and others on all matters related to philanthropy.
- Builds a leading and effective fundraising program that utilizes industry best practices to accomplish the development goals for MCW and Froedtert Hospital. Develops a culture of cooperation and collaboration by forming partnerships and alliances with MCW and Froedtert leadership, and faculty.
- Develops and coordinates a master plan for all fundraising activities and integrates the fundraising efforts with program and capital needs of MCW and Froedtert's long-range plans; ensures the achievement of fundraising targets and ensures the development of "course correction" options when required.
- Ensures regular and effective communication with MCW and Froedtert senior leadership.
- Evaluates, coordinates and assures the timely and appropriate application for major grants from private foundations, corporations and major gift prospects.
- Provides executive leadership for the Froedtert Hospital Foundation and the Foundation's Board of Directors.
- Organizes and provides fundraising advice and support to MCW and Froedtert senior leadership, Institutional Advancement Committee, deans, physician leadership and the organization at large.
- Directs the planning, solicitation and follow-up for the various capital, endowment, annual appeals, and special projects and presents these programs to the various donor groups.
- Provides periodic status reports on fundraising activities to the MCW and Froedtert Senior Leadership, the MCW Board of Trustees, Institutional Advancement Committee, Froedtert Hospital Foundation Board, and the Alumni Relations Board.

Staff Management

- Leads the Development Office staff in budget preparations, oversees operating budgets and the formulation of annual financial goals for achieving fundraising targets.
- Recruits, motivates, organizes, manages, develops, and leads the development staff in a manner which promotes professional accomplishments and career enhancement.
- Establishes a culture that fosters excellence through racial, ethnic and gender diversity in the Department.
- Directly supervises the managers/senior officers in the areas of major and planned giving, corporate and foundation relations, annual giving, grateful patient giving and information systems.
- Establishes an appropriate system of metrics and accountabilities and evaluates staff based on these and other performance measurements.
- Mentors and coaches staff toward high performance as professionals and leaders.

- Oversees the selection, implementation, and utilization of technology to effectively address the objectives of stakeholders and meet the needs of the development operation in an efficient and cost-effective manner.

Collaborative Partnerships

- Oversees the organization and analysis of prospect research data and its segmentation and reporting to improve the targeting, cultivation and solicitation of qualified prospects.
- Builds long-term relationships with diverse alumni and stakeholders as a foundation for future friend and fundraising that taps the opportunities presented by the changing demographics of alumni, health professionals and patients.
- Serves on committees as assigned by the CEOs to maintain awareness and understanding of academic, clinic, hospital, physician, and program needs in order to plan and to recommend appropriate fundraising strategies.
- Works in close collaboration and support of the MCW/Marquette Medical Alumni Board.
- Develops and manages a successful personal portfolio of between 50 and 75 major giving prospects, including principal giving prospects and serves as a strategist of donor cultivation activities.
- Performs other duties as assigned.

Candidate Qualifications

Education/Certification

- A bachelor's degree is required; master's degree is preferred.
- Certified Fund-Raising Executive (CFRE) certification is desirable.

Knowledge, Leadership Skills, and Abilities

1. Communication
 - a. Practices attentive and active listening
 - b. Ability to engage others
 - c. Strong verbal and written skills
 - d. Has patience to hear people out
2. Complexity/Matrix Experience
 - a. Flexibility
 - b. Agility & change mastery
 - c. Leadership by influence
 - d. Ability to manage ambiguity
 - e. Deals comfortably with senior leaders without tension and nervousness
3. Political Acumen
 - a. Experience with Government Relations
 - b. Local and national political positioning
 - c. Maneuvers through complex political situations effectively and quietly
 - d. Manages corporate politics as a necessary part of organizational life and works to adjust to that reality

4. Strategy Development & Execution
 - a. Systems thinker
 - b. Experience aligning implementation of campaign and institutional pillars
 - c. Ability to engage team on strategic goals and tactical implementation
 - d. Anticipate future consequences and trends accurately
5. Community Leadership
 - a. Experience in community affairs
 - b. Public and community presence
 - c. Attendance at community events
 - d. Participation in community organizations
 - e. Ability to network with community leaders
6. Fundraising, Philanthropic Investment
 - a. Demonstrated success in capital campaigns
 - b. Demonstrated success in strategic operational excellence
 - c. Ability to build a culture of philanthropy
 - d. Has the functional & technical knowledge and skills to do the job at a high level of accomplishment
7. Staff Management
 - a. Authentically cares about direct reports
 - b. Supports equal and fair treatment and opportunity for all
 - c. Deals effectively with all races, nationalities, cultures, disabilities, ages and sexual orientations
 - d. Establishes clear directions; sets stretching objectives; distributes the workload appropriately

Location: Milwaukee, WI

In Milwaukee, you'll find urban living and a Midwest ambience combined to provide an ideal work-life balance for modern living. Short commute times, big city amenities, diverse and affordable neighborhoods, below average cost of living, an abundance of natural resources and a nationally recognized education system all come together during an unprecedented time of opportunity and growth. The Milwaukee Region is made up of five counties in southeastern Wisconsin – Milwaukee, Waukesha, Ozaukee, Washington and Racine – that have a combined population of nearly 1.8 million people.

Known as the City of Festivals, Milwaukee hosts its world-famous [Summerfest](#) music festival each summer on Milwaukee's lakefront. The 11-day celebration of great music and food attracts more than 800,000 attendees. Milwaukee's diverse ethnic heritage is celebrated with major ethnic festivals each summer, including [Festa Italiana](#), [German Fest](#), [Irish Fest](#), [Mexican Fiesta](#), [Polish Fest](#), [Indian Summer](#) and [Bastille Days](#). Each of these three-day events attract tens of thousands of revelers who come to celebrate the unique music, foods and cultures of the people who call the Milwaukee Region home.

Milwaukee is among a handful of medium-size cities that features an opera company, ballet, and a symphony (which recently moved into its brand-new home in a historic movie theater that has been renovated). It also has a vibrant music scene with venues of all sizes that can accommodate everything from emerging acts to today's rock stars.

Wauwatosa, home to the Milwaukee Regional Medical Center campus, is a suburb of Milwaukee with a population of 47,687. Located 15 minutes west of downtown, with proximity to everything the region has to offer, Wauwatosa is an urban enclave with a charming small-town feel. Known by locals as "Tosa," the city is one of the best places to live in Wisconsin offering residents a suburban feel. Wauwatosa has highly rated public schools with many families and young professionals living in the community.



<http://www.mmac.org>
<http://www.visitmilwaukee.org>

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