



EMORY
UNIVERSITY

Senior Director of Development for Brain Health,
Robert W. Woodruff Health Sciences Center

Emory University

Atlanta, GA

<http://whsc.emory.edu/home/>

Send Nominations or Cover Letter and Resume to:

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The Vision:

Reflecting its standing as a top research university, Emory University competes to offer the best education, conduct game-changing research, inspire creative innovations and transform the world. Its competitive success stems from a collaborative culture and a commitment to compassion. Emory is one of Atlanta's largest private employers with more than 13,000 staff and faculty to support the University's 14,724 students and its nine major academic divisions.

Named for the legendary leader of the Coca-Cola Company, the Robert W. Woodruff Health Sciences Center (WHSC) of Emory University was founded in 1966. Its mission is to serve humanity by improving integration of education, discovery and healthcare. Components include Emory Healthcare; the schools of medicine, public health and nursing; Yerkes Primate Center; and Winship Cancer Institute. The WHSC has \$3.8 billion in operating expenditures, 24,649 employees (including 3,205 faculty members), 1,274 affiliated faculty members, 5,458 students and trainees, and a \$7.5 billion economic impact on metro Atlanta.



Overview – Emory Brain Health Center:



Emory Brain Health Center has created a new model for collaborative patient care. Unlike any other healthcare system in the country, Emory Healthcare combines five specialty areas to offer complete, coordinated care for disorders of the brain. The Emory Brain Health Center is transforming patient-centered care for brain and spinal cord conditions through research and discovery — from referral and diagnosis to treatment and recovery, it brings patients accurate diagnosis and treatment options for brain diseases and conditions. More than 400 researchers and clinicians from different areas work in collaboration to more rapidly predict, prevent, treat or cure devastating diseases or disorders of the brain. Specialty areas contributing to Emory’s cross disciplinary, patient-centered care for brain health include:

[Neurology](#)

Neurologists draw on research and experience to treat neurological conditions, from the most common to the complex, and provide the latest diagnostic and treatment options. Emory neurologists are both teachers and caregivers. As faculty members of the Emory University School of Medicine, they’re training the next generation of neurologists and providing quick access to the latest advancements in many neurological specialties.

[Psychiatry and Behavioral Sciences](#)

Psychiatrists, psychologists, social workers and nurse practitioners offer compassionate care for patients experiencing psychiatric conditions, including diagnosis and ongoing treatment. Treatments are based on continuous medical research along with years of clinical experience. Its practitioners are also members of the Emory University School of Medicine and are teaching best practices to tomorrow’s leaders in psychiatry.

[Neurosurgery](#)

Neurosurgeons have expertise and training in general neurosurgery as well as specialized areas of interest. With a deeper knowledge of a patient’s specific condition or procedure, Emory doctors are able to deliver more effective treatment.



[Rehabilitation Medicine](#)

Where patients choose to go for rehabilitative care can make all the difference in their recovery. Emory will communicate with a patient's physician and social worker so that it can coordinate a smooth transition to Emory's rehabilitation hospital. The goal is to enable patients to begin their rehabilitation as soon as they are medically stable and able to participate in Emory's highly specialized programs of care.

[Sleep Medicine](#)

A good night's sleep can clear the mind, raise spirits and improve health. But too often, a restful night is just out of reach. The Emory Clinic Sleep Center is accredited by the American Academy of Sleep Medicine (AASM) and offers Board-certified sleep specialists and experienced polysomnographers (sleep technologists) to help patients from diagnosis through restful nights ahead.

Bringing these specialties together allows unique collaborations as demonstrated in some of the more than 20 centers and programs within the Brain Health Center, such as the [Epilepsy Center](#), [Pituitary Center](#), [Stroke Center](#), [Treatment Resistant Depression Program](#) and [Veterans Program](#).

The Center's providers, researchers and scientists work together daily to deliver individualized patient treatment plans for optimal brain and body health. Using advanced technologies and ongoing, creative partnerships between specialties, Emory Brain Health Center is able to shorten the lag time between scientific inquiry, discovery and development of therapies that change patients' lives.



To learn more about the Emory Brain Health Center, please view [Brain Health](#).

The Opportunity

Recognized for research excellence and innovation, Emory University and the Robert W. Woodruff Health Sciences Center are poised for continued success, with Brain Health as a funding priority.

Emory University's researchers received \$628 million from external agencies in fiscal year 2016 - 2017. This marks the eighth consecutive year that research funding has exceeded \$500 million, and with an increase from \$574.6 million in FY16, it is the largest amount of research funding in Emory's history. Emory School of Medicine received \$353.7 million, and \$78.4 million of that total was to brain health. Departments related to

brain health were highly ranked nationally in NIH funding for 2016: neurology (9th), neurosurgery (12th), rehabilitation medicine (12th), psychiatry (19th) and ophthalmology (29th).

The Robert W. Woodruff Health Sciences Center raised \$169.5 million in private support during fiscal year 2016 - 2017. Of that total, \$28.6 million supported brain health and neuroscience. The WHSC raised an average of \$149 million per year during fiscal years 2012 - 2016, for a total of \$746 million. *Campaign Emory*, from 2005 - 2012, raised more than \$1.69 billion, of which more than \$1.17 billion, or 69% of the total, was raised by the WHSC.

The Role of the Senior Director of Development for Brain Health

Emory University is seeking a thought leader who is prepared to direct and coordinate fundraising efforts and provide strategic planning for philanthropy in support of the Robert W. Woodruff Health Sciences Center of Emory University. This advancement professional will be charged with securing major gifts from alumni and friends, grateful patients and families, corporations and foundations in support of students, faculty, programs and facilities.

The Senior Director of Development for Brain Health will lead and manage a team of 5.7 fundraiser FTEs and 1.5 administrative support FTEs and will report to the associate vice president for development for the Robert W. Woodruff Health Sciences Center. S/He will be responsible for assisting department chairs, division chiefs, center directors and other faculty members in generating private gifts to support their programs. As a chief development officer for the Robert W. Woodruff Health Sciences Center, this role falls under the overall direction of the Office of Development and Alumni Relations.

Areas of responsibility for the team led by the Senior Director of Development will include the Emory School of Medicine departments of neurology, neurosurgery, ophthalmology, psychiatry and rehabilitation medicine, as well as the related clinical service lines in Emory Healthcare hospitals and clinics.

Specific Duties:

- Plans, directs and coordinates fundraising activities and provides strategic planning for a major unit/school of the organization. Activities will consist primarily of seeking major gifts from alumni, non-alumni individuals, corporations and foundations in support of students, faculty, programs and facilities.
- Oversees the development process including prospect identification, cultivation, solicitation and stewardship.

- Builds relationships among prospective donors and volunteers to support programs and priorities; visits donors and prospects asking for contributions.
- Builds relationships with faculty and leadership to assist in presenting needs to prospective donors. Directs events or receptions to maintain current and cultivate potential donors.
- Develops short- and long-term goals and objectives. Designs specific fundraising campaigns within identified framework.
- Interprets faculty needs internally and externally to request clearance, determine fundraising plan and increase support.
- Identifies foundation support and directs grant writing proposals.
- Aids faculty and staff in preparing proposals. Prepares supportive materials, reports and plans.
- Plans and directs communication methodologies and oversees the development of written materials, videotapes and informational workshops.
- Reviews and identifies need for brochure updates and changes.
- Coordinates public relations, the generation of departmental budgets and publications/proposals.
- Assists in developing and interpreting priorities of deans and faculty, and represents concerns of staff to appropriate personnel.
- Supervises clerical and professional staff.
- Oversees and ensures timely correspondence and maintenance of files to keep donors and others informed.
- Performs related responsibilities as required.

Minimum Qualifications:

A Bachelor's degree. Seven years of experience in higher education, development, fundraising or equivalent experience in a nonprofit institution. Effective written and oral presentation skills.

Candidate Profile Summary

The Senior Director possesses leadership qualities and proven staff and volunteer management experience acquired from working within academic medicine or a complex healthcare nonprofit institution. The Senior Director will bring experience working in a campaign setting, including a strong record of raising major and principal gifts from individuals, corporations and foundations, and mentoring gift officers to do the same. S/He will possess the personal energy, enthusiasm and drive to set and achieve ambitious goals.

The ideal candidate is an effective communicator who will inspire confidence with academic leadership at the entities comprising Brain Health. S/He must bring credibility and sophistication to effectively engage

and leverage Woodruff Health Sciences' and Emory University's leadership, faculty, volunteers and other key stakeholders in the cultivation, solicitation and stewardship of key prospects and donors.

The Senior Director will have experience working with senior fundraising volunteers and will possess a high level of trust and integrity to be an effective representative of Emory and a key liaison to its highly successful alumni and grateful patient base, as well as its surrounding community leaders.

A collegial, collaborative and accessible style well-suited to management in a complex setting is a prerequisite, as are the creativity, energy and political savvy needed to introduce and champion new ideas.

Expectations for the Senior Director:

Overseeing one of Emory's most promising, highly ranked and ambitious initiatives, the Senior Director will be joining the institution and leading fundraising activities at an exciting and pivotal time with opportunity to further enhance fundraising success at the Emory Brain Health Center.

Building on the efforts of a unit that raised \$30 million in FY2016, the Senior Director will lead a strong team and play a role in shaping plans for an upcoming campaign for the Center. Emory University is also entering the quiet phase of a comprehensive campaign that will exceed \$2 billion.

Reporting directly to Alex Brown, associate vice president for development, the Senior Director will enjoy a strong partnership with the chairs of the areas comprising the Emory Brain Health Center. The Senior Director will find each is firmly committed to the fundraising process and has devoted time and energy to inspire transformational giving. For information on the Brain Health Center's Academic Leadership Team, please click [Team](#).

With a grateful patient model that is considered one of the best in the nation, the Senior Director will have the opportunity to work closely with physicians and academic leadership to enhance faculty commitment to the development process.

Woodruff Health Sciences Center Overview

The Woodruff Health Sciences Center encompasses the areas of Emory University responsible for education of health professionals, research affecting health and illness, patient care and policies for prevention and treatment of disease. Many of its facilities are located on Emory's main campus, five miles east of downtown Atlanta. The Center also has clinical facilities throughout metro Atlanta and the state.

Highlights of WHSC Accomplishments:

- Emory currently has 17,240 participants enrolled in 1,800 clinical trials of investigational drugs, devices and procedures, more trials than any other institution in the state.
- Over the past 32 years, Emory has launched 46 products into the marketplace and helped create 82 start-up companies (46 in Georgia) in drug discovery, medical devices, diagnostics and software. Nine out of 10 U.S. HIV/AIDS patients on lifesaving therapy take drugs discovered at Emory. Emory investigators have filed patent applications in more than 90 countries, including 2,917 in the U.S. and have been issued 1,758 patents in this country. The 32 patents Emory was granted last year addressed treatment options for HIV, hepatitis C, diabetes and various cancers.
- Emory's medical school provides more than half of the residency training positions in Georgia; 54 of the medical school's 104 residency programs are the only such programs in the state, providing a critical recruiting base for Georgia's physician workforce. The WHSC invested 24.9% of its tuition income in fiscal year 2016 in student financial aid, an amount totaling \$26.4 million.
- Emory Healthcare provided \$72.3 million in charity care in fiscal year 2016. Emory faculty also provided \$27.1 million in uncompensated care in fiscal year 2016 at the publicly owned Grady Memorial Hospital. Via the Emory Medical Care Foundation, the Emory faculty practice plan at Grady, faculty invested all payments received for patient care at Grady (\$46 million) to support Emory's patient services at that facility. Emory also is a preeminent provider of specialty care to indigent children in Georgia. The WHSC's community contributions to support patient care, education and research totaled almost \$400 million in fiscal year 2016.
- Winship investigators have led or contributed to the pivotal clinical trials testing nearly 75% of all anti-cancer drugs approved by the FDA since 2011. Winship played a key role in development of four new FDA-approved drugs to treat myeloma. Emory scientists also discovered the role of the PD-1 molecule in immune response, paving the way for development of new drugs being used against lung cancer and melanoma.
- The Emory Transplant Center is the fifth busiest solid organ transplant center in the nation and the most comprehensive in the state. Emory's liver transplant program ranks second nationally and first in Georgia in patient outcomes. Emory researchers developed a new class of now FDA-approved immunosuppressant drugs for kidney transplant patients that are less toxic than drugs previously available.



- Emory Healthcare is also the only system in Georgia that has three hospitals with Magnet designation, recognizing excellence in nursing care.

Woodruff Health Sciences Center Leadership



Jonathan S. Lewin, M.D.

Executive VP for Health Affairs, Emory University
Executive Director, Woodruff Health Sciences Center
President, CEO and Board Chairman, Emory Healthcare

Dr. Jonathan Lewin was appointed the executive vice president for Health Affairs, Emory University; executive director, Woodruff Health Sciences Center; and the president, CEO and chairman of the Board, Emory Healthcare, in February 2016. Prior to his Emory appointment, Dr. Lewin served as the senior vice president for integrated healthcare delivery and co-chair for strategic planning for Johns Hopkins Medicine, as well as the Martin Donner professor and chairman of the Russell H. Morgan Department of Radiology and Radiological Science at Johns Hopkins University and the radiologist-in-chief at Johns Hopkins Hospital, with secondary appointments as professor of oncology, neurosurgery and biomedical engineering.

To view Dr. Lewin's full bio, please click: [Woodruff Health Sciences Center Leadership](#)

About Emory University



Emory is ranked No. 21 according to *U.S. News & World Report's* 2018 edition of Best Colleges — National Universities, and is internationally recognized for its academics, groundbreaking research and technological advances with staff, faculty and students representing all regions of the United States and more than 100 foreign nations. It has been designated by *Newsweek* as one of America's 25 New Elite "Ivies." In 1995, the University was

elected to the Association of American Universities, an association of the 62 leading research universities in the United States and Canada.

Many of the graduate schools of Emory University are ranked as some of the best and most competitive in their fields by *U.S. News & World Report*. For the 2018 edition of "Best Graduate Schools," Emory Law ranked 22nd in the nation and Goizueta Business School ranked 20th among "Best Business Schools. The School of Medicine ranked 34th for Primary Care and 23rd for Research. Ranked Ph.D. programs in Emory's Laney Graduate School included biological sciences, cited as 30th in the nation; and chemistry, ranking 35th.



Please visit Emory's [Facts and Figures](#) and [Points of Pride](#) to learn more details.

The Office of Development and Alumni Relations

Development and Alumni Relations' (DAR) mission is to develop meaningful, enduring relationships that result in advocacy and philanthropic support for Emory University. The division comprises 240+ team members, 140 of whom provide central development support to Emory, and another 100 team members focused on alumni and constituent engagement and philanthropy for Emory's schools and units and Emory Healthcare.

DAR provides a vibrant work environment committed to facilitating philanthropic support to better equip the University and its medical centers to serve local and larger communities, bolstering teaching and research, transforming physical and academic landscapes and enhancing the student experience.

DAR Leadership:



Susan Cruse
Senior Vice President
Development and Alumni Relations

Ms. 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 Ms. Cruse's leadership, Emory surpassed its *Campaign Emory* goal, raising nearly \$1.7 billion.

Ms. Cruse has considerable experience in university development. Prior to joining Emory, Ms. Cruse 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. She held several development and leadership positions at University of California, Los Angeles (UCLA) and at the University of California, Irvine (UCI). 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, Ms. Cruse has written and lectured extensively on a broad variety of business and education topics and has been published in the *Journal of Engineering Education*. She has served on several nonprofit 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

Ms. Sprinkle provides leadership and strategic direction for the Woodruff Health Sciences Center, 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.

Joining Emory in August 2017, Ms. Sprinkle previously was associate vice president for advancement for the University of Miami Miller School of Medicine, where she oversaw \$1 billion of the \$1.6 billion raised for the University of Miami's capital fundraising campaign.

She has been a national leader in professional organizations, including as a member and speaker for the Council for the Advancement and Support of Education (CASE) and the Association of American Medical Colleges (AAMC).

Alex Brown
Associate Vice President for Development
Robert W. Woodruff Health Sciences Center

Appointed in July 2017 to his new role as associate vice president for development for the Woodruff Health Sciences Center, Alex Brown provides leadership and strategic direction for the fundraising, alumni and constituent relations efforts for Emory University School of Medicine and Emory Healthcare. He also provides continued leadership for development operations in support of fundraising and alumni relations

efforts for the Health Sciences Center. Mr. Brown has held key positions in Emory's Office of Development and Alumni Relations for the past 12 years.

Benefits of Working at Emory

Emory University offers a competitive benefits package. Featured health benefits include a choice of two medical plans, dental, vision and disability insurance, plus wellness incentives that lower overall medical costs. Emory provides health coverage for legal spouses, same-sex domestic partners and children. The institution also offers financial security benefits, flexible spending accounts, retirement plan options that include matching contributions from Emory, long-term care coverage and legal services to employees.

Emory University employees enjoy special discounts for arts events, transportation and fitness, and with numerous merchants. Staff may also take advantage of tuition reimbursement and courtesy scholarships, which are available also for spouses, same-sex domestic partners and children of staff.

Emory provides professional counseling, consultative and educational services related to health, performance and wellbeing for staff and their family members. Additional resources related to childcare, adult caregiving, workplace flexibility, personal finance, fitness, nutrition, career counseling and more are available. Detailed information can be found at <http://hr.emory.edu/eu/benefits/> and <http://www.worklife.emory.edu>.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call
Jill Lasman, Senior Vice President at
617-262-1102
or send nominations or cover letter and resume to
jlasman@LLLSearches.com.
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Emory University Office of Development and Alumni Relations



