McMaster University

Position Profile

Executive Director, Advancement, DeGroote School of Business

Executive Summary

In this newly created position, McMaster University is seeking a highly strategic and experienced Executive Director, Advancement to support the DeGroote School of Business (DSB) in their advancement priorities. The Executive Director, Advancement for the DeGroote School of Business (EDA – DSB) will lead a high-performing integrated team to increase revenue.

This is an exciting time to join McMaster as they move towards an ambitious campaign to support the University's bold ideas. Working collaboratively and as a key leader within University Advancement and academic leadership, the Executive Director will support the development of multi-year campaign strategies that frame DeGroote School of Business's unique strengths and opportunities, while aligning with University-wide campaign structures and practices, integrating alumni and development strategies to maximize support and rally the DSB and donor community around a compelling vision for longer-term aspirations and goals.

Reporting to the Associate Vice-President, Pan-University Advancement, who oversees all Faculties and Units, and working within the DeGroote School of Business, the Executive Director will work alongside academic leaders, external volunteers/stakeholders, the DeGroote School of Business Advancement team and University Advancement, to formulate and execute strategies and initiatives to raise private revenue in support of DSB's highest priorities.

A key member of the senior leadership team of McMaster Advancement, our successful candidate will espouse the shared values that help to achieve the vision and mission, ***Quality, Respect, Service, Strategy and Teamwork*.**

The EDA – DSB is responsible and accountable for the overall DeGroote School of Business strategy development, design, implementation and achievement of annual goals and objectives the University Advancement leadership and the Dean of the DeGroote School of Business. They will lead a team of fundraising, alumni relations, stewardship & donor relations personnel and provide leadership and professional advice with respect to advancement strategies and approaches. Specifically, they will develop strategies in collaboration with University leadership and volunteers as they work to engage alumni, prospects and donors. The Executive Director will also maintain an active portfolio of prospective and existing donors and key external stakeholders, primarily with the capacity to make an investment of $1M+ and by so doing set the example.

The Executive Director, Advancement, DeGroote School of Business is a trusted advisor who provides counsel to senior academic leaders on the largest gifts to DSB, is directly involved in efforts to secure and grow its base of major and principal gift-level supporters, stewards these supporters in a manner so as to inspire them to establish, grow, and sustain meaningful relationships with the University and lead and mentor a team as they develop strategies that include University and the School's leadership and key volunteers as they work to engage alumni, donors and prospects.

Position Overview

Organization: McMaster University

Title: Executive Director, Advancement, DeGroote School of Business

Reports to: Ashley Downey, Associate Vice President, Pan-University Advancement (Faculties and Units)

Team: 6

Location: Three campus locations (Hamilton, Burlington and downtown Toronto – 180 Bloor) offer flexibility in work location, and remote and hybrid work empower staff to engage effectively with donors, alumni, and stakeholders in advancing institutional goals in a fast-paced campaign environment. This role is hybrid in nature with 3 days in person per week, inclusive of donor activity. It is understood that the Executive Director, Advancement will routinely travel to meet donors and engage with alumni and key partners.

Is This You?

You are a hands-on experienced and accomplished fundraiser who enjoys 'making the ask'. Your ability to lead, develop and coach teams has enabled you to thrive within a matrixed philanthropic environment. You have a quality about you that brings teams together, and you are very good at identifying opportunities and mobilizing those around you to achieve goals. You don't like sitting idle. You value momentum, teamwork and setting and achieving objectives. You enjoy all facets of fundraising, from major gifts to annual programs and prefer to have oversight of the entire fundraising lifecycle. You see the full picture and know what it takes to provide a best-in-class donor experience, regardless of the gift amount, though you thrive in the strategy and planning that goes into major gifts at the $1M+ level.

You lead with tact and diplomacy and are good at mobilizing 'non-fundraisers' to be your partner in solicitation and donor strategy. The opportunity to build and lead is what excites you most about the next chapter of your career. You are ready for a 'career defining' role where you can make your mark. You are looking for a role that will allow you to settle in and create something. You aren't a 'jumper', rather you are at a place in your career where you are looking for a home – a place you can be challenged and provide leadership and value byway of using your gifts and talents to their fullest extent.

Ideally, you bring campaign experience and have worked collaboratively to bring a campaign to life. You would provide value and input to executive leadership around campaign planning. You enjoy digging into data and understanding the history of an organizations donor pool to chart forward the plan for what's to come. You possess a growth mindset and are always looking for ways to improve. You are an excellent

communicator both written and verbal. You are trusted by your colleagues because you follow through on your commitments, and your integrity and commitment to your word has attracted a followership around you – people want to work with you because you are respectful, you hear others out, but above all, you get it done and have fun along the way.

You are known for an ability to guide and lead with high emotional intelligence, and you would be motivated to work for a world class organization with a respected brand, exceptional leadership team and diverse donor pool.

If this sounds like you, read on…

About McMaster University

Founded in 1887, McMaster University is a research-intensive public university. McMaster is dedicated to advancing human and societal health and well-being. McMaster is ranked in the world's Top 80 publicly funded universities by the Times Higher Education (THE) World University Rankings.

With a total student population of more than 33,000, McMaster welcomes students from 120 countries as well as Canada. Home to more than 70 research centres and institutes, McMaster University is comprised of the six faculties of Business (DeGroote School of Business), Engineering, Health Science, Humanities, Science, and Social Science.

McMaster's 30-acre main campus, located in the Westdale neighbourhood of Hamilton, Ontario, is comprised of 300 acres of scenic property at the western end of Lake Ontario, between Toronto and Niagara Falls. McMaster University also has three other regional campuses: Burlington, Kitchener-Waterloo, and Niagara.

DeGroote School of Business

DeGroote's vision, mission and values can be summarized in one simple word: impact. From students and their community to business and society, DeGroote's impact is felt everywhere.

Mission: Make a meaningful impact through knowledge creation, student-centered learning, and community engagement.

Vision: Open minds, transform lives, build sustainable communities, and contribute to positive change in business and society.

Values: Collaboration. Community. Inclusivity. Innovation. Integrity.

The DeGroote School of Business at McMaster University is an innovative business school that focuses on interdisciplinary thinking

and evidence-based management. DeGroote produces curriculum, programs, and research that enable our graduates to excel in a fast-paced world. The DeGroote School of Business (DSB) is a comprehensive, research intensive, business school offering undergraduate, graduate and executive development programs across two campuses in Hamilton and Burlington. DSB's mission is to foster interdisciplinary thinking and evidence-based management to transform business and society.

The School provides outstanding educational programs to over 4,000 students across Bachelor of Commerce, MBA, executive MBA, Masters and PhD programs. Annually, over 1,300 students enroll in DeGroote's Executive Education development programs and the Directors College. Over 1,200 participants register annually for external outreach events.

Consistent with its mission, The DeGroote School of Business has joint programs and partnerships with the Faculties of Engineering, Health Sciences, and Humanities and intends to continue to expand interdisciplinary programs as part of the University's Strategic Mandate Agreement and the School's strategic plan.

DSB is also the administrative home of several of the interdisciplinary programs and enterprises including the Health Leadership Academy, MSc in eHealth, Bachelor of Commerce in Integrated Business and Humanities.

DSB is the most intensive research business school (2018 – current), and they have a large and comprehensive PhD program with further details available here. DeGroote are in the process of expanding their faculty complement by 30% over the next three years and continuing to co-champion major initiatives with Faculties of Engineering and Science. Click here to view DeGroote's Strategic Plan.

Advancement at McMaster

McMaster's vibrant student experience, world-class research, and community engagement are empowered by the support of thousands of alumni and donors who also believe strongly in McMaster. Together, McMaster's donors and alumni help make the university what it is today and help nurture the next generation of leaders in our world.

The Advancement leadership team provides overall strategic leadership and direction in the areas of fundraising; developing and building partnerships; and engaging with donors, alumni and stakeholders. The Advancement team also plays a critically important role in advancing the McMaster's strategy, in support of McMaster's ambitious vision, in partnership with the academic and administrative leaders across the University. The Advancement team has a centralized/decentralized structure, with strategies established and coordinated centrally, along with some programs and services (e.g. Annual Giving, Leadership Giving, Principal Giving, Corporate Giving, Estate Giving & Legacy Planning, Stewardship, overarching Alumni programs, Research & Prospect Analytics, and Gift Processing services), whereas other programs and services are delivered 'locally' through decentralized, dedicated Development and Alumni staff embedded within the Faculties and units.

Advancement in DeGroote School of Business

The Advancement team for the DeGroote school of business is poised for growth, and the new Executive Director will have the ability to shape and recruit the growing team.

The Advancement team will build relationships and grow the revenue generation goals of DSB and will collaborate closely with colleagues from University Advancement, the University's leadership team and DSB leadership, to engage DeGroote School of Business' community of DSB members, alumni and donors.

Additional Information

- McMaster University
- McMaster University's Mission and Vision
- Institutional Priorities & Strategic Framework 2021 - 2024
- DeGroote Strategic Goals
- DeGroote School of Business
- 2020-2025 Strategic Mandate Agreement
- Board of Governors
- McMaster Alumni Association

Leadership

Lili Litwin, Vice President, University Advancement

Lili Litwin joined McMaster on June 1, 2023, as McMaster's new Vice-President, University Advancement.

As a leading Canadian advancement expert, Litwin has worked across the research, hospital, charitable and university sectors. In addition to serving as executive director of Advancement at the Rotman School of Management at the University of Toronto, she spent five years as president of the St. Michael's Foundation at St. Michael's Hospital and Providence Healthcare, Unity Health Toronto. In both roles, she led fundraising campaigns that surpassed their goals, developed strong and diverse advancement teams, and liaised with academic partners on governance and donor stewardship.

Lili graduated from York University with a B.Ed. Her earlier work experience includes time as Vice-President of Development at the Canadian Centre for Diversity and with ONEXONE, a non-profit organization dedicated to improving the lives of children in health and education.

Ashley Downey, Associate Vice-President, Pan-University Advancement (Faculties and Units)

Ashley joined McMaster in May 2024. As an experienced fundraising leader with 15+ years delivering impact within the philanthropic sector, Ashley brings a wealth of experience and strategic leadership to McMaster University Advancement team. Joining from her previous role as Associate Vice-President at St. Michael's Hospital Foundation, where she worked for 10 years, she has consistently delivered exceptional results, leading critical portfolios including principal and major gifts and planned giving at St. Michael's.

Her career is marked by a series of successes in driving major fundraising campaigns and fostering collaborative relationships with donors, volunteers, and organizational leaders. Ashley's expertise extends beyond healthcare, having made significant contributions to fundraising efforts at the Royal Ontario Museum and with Peacock Philanthropic Council Inc.

Ashley holds a Bachelor of Social Science in Political Science and Women's Studies from the University of Ottawa and a Graduate Certificate from Humber College in Fundraising and Volunteer Management.

Dean Khaled Hassanein, Dean, DeGroote School of Business

Khaled Hassanein began his term as dean of the DeGroote School of Business at McMaster University on July 1, 2021.

Dr. Hassanein is a professor of information systems and the past associate dean of graduate studies and research for the school, director of the McMaster Digital Transformation Research Centre, and McMaster's SSHRC Leader.

Dr. Hassanein received his undergraduate education at Kuwait University and completed master's and PhD degrees in electrical engineering from the universities of Toronto and Waterloo, an MBA from Wilfrid Laurier University, and a Chartered Director designation from McMaster University.

Having been educated in the Engineering, Health and Management disciplines and having conducted research in all these fields, he is a genuine believer in the value of interdisciplinary research and education. His interdisciplinary research spans the areas of digital transformation, data analytics, e-Health, artificial intelligence, decision support systems, and neuro-information systems. His research is supported through funding from federal (SSHRC, NSERC, CFI), provincial (ORDCF, ORF-MRI) and private sector sources. He has published over 130 peer-reviewed articles in leading journals and conferences and has received thousands of citations. Dr. Hassanein is a joint holder of several U.S. patents, a senior member of the IEEE, and a designated Professional Engineer in Ontario. In 2020, he received the DeGroote School of Business Research Excellence Award and McMaster's President Award for Excellence in Graduate Supervision.

Dr. Hassanein has extensive teaching experience in the MBA, EMBA and Executive programs at DeGroote. He also has international experience, having been a Distinguished Visiting Professor at the American University in Cairo, Egypt, and the School of Management at the Universidad de los Andes, Bogota, Colombia, and having taught at the EDHEC Business School in Lille, France. Prior to joining McMaster, Dr. Hassanein was a Senior Research Associate with NCR's Payments Solutions division in Waterloo, Ontario.

Key Duties & Responsibilities

Advancement Leadership and Team Development

- Model a culture of collaboration, integration and service to support the University's core research and academic missions.
- Employ a leadership approach that demonstrates a commitment to equity, diversity, inclusion and indigeneity, and encourages inclusive behaviour and practice.
- Build and mentor a high-performance team that is committed to fulfilling the vision, goals and priorities necessary to achieve the short and long-term goals of DSB.
- Motivate and mentor a team of development professionals; and be a collegial and collaborative colleague, offering leadership and support to colleagues across University Advancement, faculties and units.
- Work in conjunction with University Advancement's senior leaders to establish goals and objectives including annual professional development plans for team members to support a culture of continuous improvement and readiness for change and manage performance by establishing performance standards, reviewing and evaluating performance on an ongoing basis, and conducting annual talent reviews and formal performance reviews.
- Oversee human resources for direct reports including recruiting and onboarding, goal setting, performance management, development, and engagement initiatives.
- Attend University Advancement meetings to provide an update on individual and team activities and results, and to keep informed of all development activities.
- Further the culture of philanthropy at the University.

Volunteer/ Stakeholder Leadership

- Support the Dean in the planning and preparation of meetings for the Deans Advisory Board and attend the Deans Advisory Board meetings in addition to select University Advancement board, campaign and volunteer meetings.
- In collaboration with the Dean, support the volunteer leadership on the Deans Advisory Board and their efforts to engage their networks to support philanthropy.
- Working with University Advancement, support the activity of external volunteers and stakeholders on various committees across the University and Campaign Leadership Team to support the fundraising activities within DSB and fundraising priorities across the University.

Strategic Advancement Leadership

- Leads a comprehensive fundraising and alumni-relations program for DSB designed to obtain maximum long-term financial support from a wide range of potential donors.
- Works closely with the Dean and Associate Vice President Pan-University Advancement to establish strategic plans for increasing philanthropic revenue within the DSB.
- Lead DSB in achieving its annual fundraising revenue goals. Contribute to the University's overall fundraising goals across faculties and University Advancement in partnership with University Advancement leadership team.
- Manages prospect lists of Major and Principal Gift donors with particular focus on those at the

$1M+.

- Support University Advancement's senior leaders with the engagement of the President, Vice Presidents and senior University leadership, as well as volunteers as required, in the cultivation and solicitation of major and principal gift supporters, including ensuring they are appropriately briefed, and relevant follow-up actions are taken.
- Work in partnership with the Associate Vice President, Pan-University Advancement to develop and implement plans and strategies to generate consistent and significant increases in new revenue within the DSB.
- Works with the Dean and the Associate Vice President, Pan-University Advancement to plan and execute annual and long- term strategic and integrated fundraising and alumni relations plans based on reliable internal and external data analysis.
- Work closely with the Dean, DSB members, volunteer leadership, the Advancement team, the Prospect Research team and University Advancement to identify and qualify new major gift supporters and develop strategic cultivation plans to engage these potential donors.
- Liaise with Vice-President, University Advancement, Associate Vice President, Pan-University Advancement (Faculties and Units), academic leadership, and other front-line development leaders for opportunities to joint solicitation strategies.
- Develop tailored cultivation and solicitation plans, briefing notes, proposals and stewardship and impact reports to support the engagement and solicitation of donors and prospects within the DSB.
- Work in collaboration with DSB and Advancement Communications colleagues to ensure development of compelling case and proposal materials for the campaign and individual donor solicitations.
- Works with DSB communications team as well as University Advancement Communications team in the development and implementation of the DSB advancement communications strategies and alignment of all messaging with overall communications priorities, ensuring the development of persuasive advancement communications materials.
- Develop and maintain a significant depth of knowledge of the DSB activities, needs and priorities in both research and teaching and apply this knowledge in matching the interests and needs of potential supporters.
- Represent DSB and McMaster University, with the team, at all relevant community and University events, nationally and internationally.
- Motivates and organizes a broad range of influential volunteers and university senior administrators who will assist in securing philanthropic commitments.

Alumni Engagement

- Oversees the development and implementation of DSB's alumni relations activities, ensuring consistency with the DSB's advancement strategic goals and objectives and with University wide standards and best practices for alumni engagement and programming including life-long learning through executive programs and ensuring integration with desired development outcomes.
- Provide leadership in developing and implementing best practices for coordinating alumni engagement across DSB and with pan-university faculties and units across McMaster.
- Working in close collaboration with the Office of Alumni Engagement and the Associate Vice President, Pan-University Advancement, oversees the development of plans and strategies in support of both acquisition and deepening alumni engagement strategies. Actively collaborates with the Alumni Engagement team on the evolution and continuous improvement of alumni engagement

strategies and aligns these efforts to support philanthropic goals.

- Ensures close collaboration of DSB's alumni staff on University-wide alumni programs.
- Builds relationships with high-profile, connected or highly motivated alumni.

Donor Relations

- Work in collaboration with University Advancement, the Associate Vice President, Pan-University Advancement and the Stewardship and Donor Relations team to prepared comprehensive stewardship plans for the University and DSB's generous donors and supporters.
- Work in collaboration with the Stewardship and Donor Relations team to support the creation and delivery of major gift announcements and events and accompanying stewardship in collaboration with the appropriate advancement staff.
- Work with the Stewardship and Donor Relations team to ensure that all donor recognition is accurate, appropriate to the donors giving level and aligned with the University's guidelines.
- Oversees the design and implementation of an overall donor relations program that complements other University initiatives while focusing on stewardship of all donors to DSB. Ensures the coordination of the recognition of donors at all levels pursuant to University guidelines for stewardship.
- Maintains communications with key stakeholders (faculty, departments, alumni, and students) on development strategies, activities, and achievements.

DSB and University Campaign Planning

- As a senior advancement leader within University Advancement, work with the central team to plan and execute McMaster's next comprehensive Fundraising Campaign. Play the lead role in executing campaign strategies for DSB by designing, implementing, and managing development activities related to the campaign.
- Work with the senior leadership of DSB and University Advancement' senior leaders to develop advancement plans aligned with academic priorities, fostering a compelling vision and case for support that enables the pursuit of significant major gifts.
- Support the development of plans with clear short- and longer-term priorities and implement all aspects of university revenue-generating programs and initiatives within DSB.
- Provide leadership by monitoring campaign and initiative progress for the DSB recommending changes to plans as appropriate, reviewing solicitation strategies and regularly reviewing the progress of strategies.
- Work closely with other areas of University Advancement to support the success of the operation's annual financial goals as well as Advancement's mission and strategic goals.

Administrative

- Ensure compliance with relevant policies and procedures for fundraising and revenue generation.
- Responsible for the allocation of advancement budget within DSB and accountable to ensure resources are allocated and prioritized to meet university objectives and short and long-term outcomes.
- Ensure that personal and teams' activity is reported and updated on the relational donor database

(currently Ellucian Advance Web).

Qualifications & Competencies

- Proven track record of success in securing and contributing to the closing of $1M+ and other complex donations and partnerships with demonstrated experience and success in major giving fundraising, ideally within the post-secondary system or other complex organizational environments.
- A proven commitment to equity, diversity, inclusion, and indigeneity, with the ability to apply this lens to fundraising leadership, strategy and tactics.
- Experience leading and managing high-performing, donor-centred development professionals with superior skills in human resources, volunteer and budget management, with strong financial acumen and comfort with data analytics.
- Ideally has proven expertise in leading successful campaigns and implementing successful fundraising strategies
- Vision, and the ability to think strategically with a creative and entrepreneurial mindset.
- Superior skills in critical analysis, judgement, decision-making and building effective relationships with a high level of initiative, tact and diplomacy and excellent judgement and discretion.
- High level of comfort and credibility working with senior leaders, as well as funders, supporters and volunteers with experience working with senior executives such as Presidents, Vice Presidents, Deans and other senior leaders on fundraising needs including donor visits.
- Ability to work at the highest strategic levels, to gain and maintain the trust of senior leadership and supporters and take strategy and move it through to tactics and action.
- Ability to navigate and be effective within a complex organization that values collaboration in addition to individuality and creativity.
- Superior skills and knowledge in attracting and maintaining relationships with funders and supporters.
- Superior communication and interpersonal skills; experience writing winning development plans, proposals and associated development materials and correspondence.
- Donor-centred and goal-oriented with a reputation for integrity and transparency.
- Competencies to understanding tax legislation and the philanthropic landscape and Canada Revenue Agency regulations regarding charitable giving
- Strong computer skills and experience working with relational donor databases (e.g. Advance).

Working at McMaster

At McMaster, you will find a community of talented individuals who are inspired by the University's Mission and the sense of purpose this mission brings. It is through these talented individuals, their creativity and drive for results that McMaster University has earned its reputation as being Canada's "most innovative" university.

Leaders in The Management Group (TMG) are vital contributors to McMaster's renowned culture of creativity, innovation and excellence. They demonstrate the value they place on their leaders with a highly competitive total rewards package featuring compensation, well-being, growth and inclusion provisions.

McMaster University strives to embody the values of integrity, quality, inclusiveness and teamwork, and has a strong commitment to employment equity. Building an inclusive community with a shared purpose is something that McMaster University prioritizes. They believe it is important for their workforce to reflect the diversity of their students and community. The diversity of their workforce is at the core of their innovation and creativity and is a key area that strengthens their research capabilities and teaching excellence.

Compensation & Benefits

To learn more about the total rewards available to the successful candidate, please access McMaster's interactive guide with a summary of the compensation, benefits, retirement income, work life, development and career opportunities, and performance and recognition provisions offered at McMaster. To further explore the extensive total rewards program, detailed information can be accessed through the links throughout the guide.

The hiring range for this position is $150,000 - $180,000 plus a performance pay bonus eligibility of up to 10% of base salary, along with an excellent benefits package.

Application Instructions

If you would like to apply, please send your CV and cover letter to **Lindsay Preston (lindsay@phcap.ca) by August 23, 2024, at 5pm ET.** Accommodations are available on request for candidates taking part in all aspects of the selection process. If you require any accommodations, please notify Lindsay Preston.

The University seeks qualified candidates who share their commitment to equity and inclusion, who will contribute to the diversification of ideas and perspectives, and especially welcomes applications from indigenous (First Nations, Métis or Inuit) peoples, members of racialized communities, persons with disabilities, women, and persons who identify as 2SLGBTQ+.

McMaster University is located on the traditional territories of the Haudenosaunee and Mississauga Nations and within the lands protected by the "Dish With One Spoon" wampum agreement. The diversity of their workforce is at the core of their innovation and creativity and strengthens their research and teaching excellence. In keeping with its Statement on Building an Inclusive Community with a Shared Purpose, McMaster University strives to embody the values of respect, collaboration and diversity and has a strong commitment to employment equity.

We thank you in advance for your interest. Please note only qualified candidates will be contacted.