

**CALIFORNIA STATE UNIVERSITY, FULLERTON  
COLLEGE OF BUSINESS AND ECONOMICS**

**STERLING SEARCH INC., HAS BEEN RETAINED TO RECRUIT THE  
NEW EXECUTIVE DIRECTOR OF DEVELOPMENT**

**Sridhar Sundaram Is the New Dean  
of Cal State Fullerton's College of  
Business and Economics**



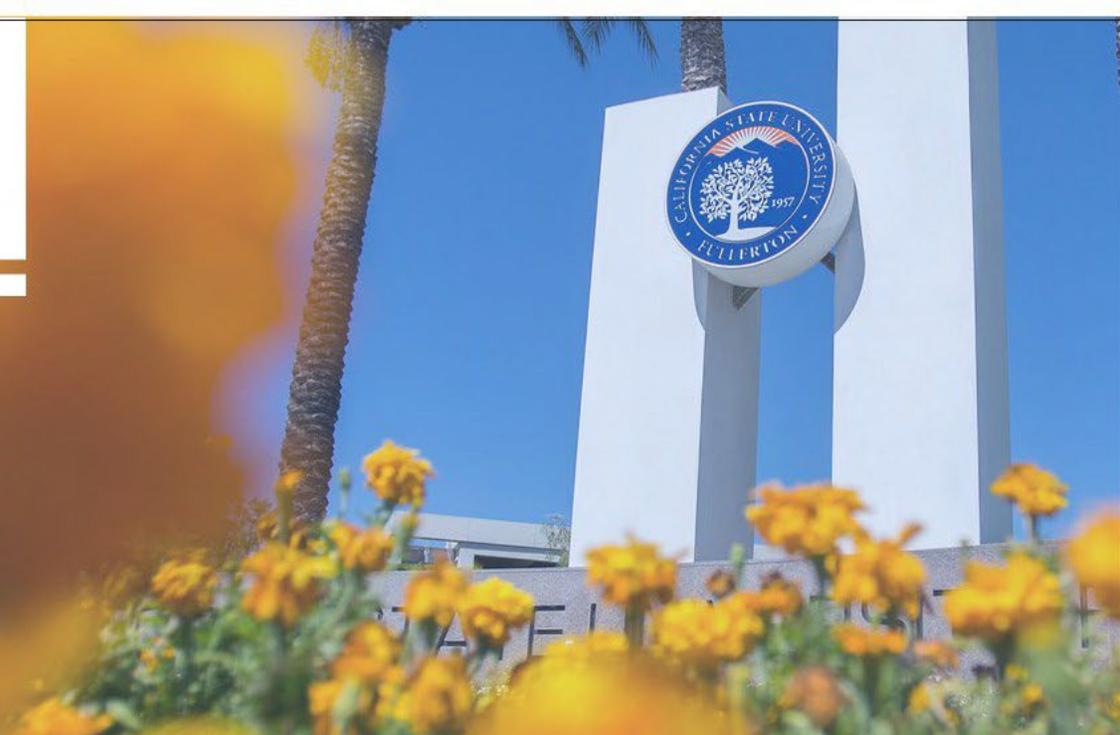
Dean Sundaram's career in higher education spans more than 30 years, and before coming to CSUF, Sundaram served as the Tiedemann-Cotton Dean of the Kate Tiedemann School of Business and Finance and campus dean for the Muma College of Business, both at the University of South Florida.

Serving a predominant population of first-time generation students was a key attraction for Sundaram at CSUF. The College is known for being the largest business school in CA, serving over 9000 students. Sundaram's charge extends far beyond this. His vision is, for the College to become the destination for the most innovative and first-rate centers of educational excellence in CA, so that all students, particularly first-generation, have the best pathway to become our future industry leaders.

Sundaram knows that this vision can not be realized without a strong fundraising program and, with that, an executive level strategic advancement professional who will partner with him on this new and exciting journey. The Executive Director of Development will embrace the College's vision for academic excellence equally with a commitment for community inclusion, with both being the engine fueling the success of each other.

Dean Sundaram, a passionate fundraiser, brings to the College a track record of success having previously acquired significant gifts at the University of South Florida. He joins the College as it embarks on a \$20 million campaign, with \$10 million already pledged, for the new building that will house the Center of Leadership and a named Leadership Library, along with a 50,000 new alumni pipeline which is mostly untapped and ready for engagement. This is an exciting time to expand upon the existing fundraising program and leverage the momentum of Dean Sundaram's new leadership to play an integral role in the next stage of the College's growth and impact.

The Executive Director of Development will create a strategic development plan with an accountable measurement system, easily reportable to a highly analytic Dean, and equip the department with a high-performing team. He/she will create an environment where a "donor first" approach is clearly defined and, stewardship of donor passion is uppermost. The Executive Director of Development will lead with vision and compassion and embrace a high standard of excellence. He/she will be a highly engaged figure in the community and a convener of the College in the board rooms of business and industry. The Executive Director of Development will be highly collaborative working closely with the College's marketing team and other departments.



**POSITION ANNOUNCEMENT**  
**EXECUTIVE DIRECTOR OF DEVELOPMENT,**  
**COLLEGE OF COLLEGE OF BUSINESS & ECONOMICS**

The Executive Director (ED) of Development, College of Business and Economics (College) reports to the Associate Vice President of College & Program Development and the Dean of the College of Business and Economics (Dean). This is a high-profile position requiring a strong entrepreneurial spirit, an ability to collaborate effectively with faculty, administration, and outside constituencies, an ability to be flexible and seize opportunities as they develop, and proven fundraising ability. The ED, in collaboration with the Dean, will lead responsibility for developing, organizing, and implementing a comprehensive fundraising program and strategies for the College. This position plays an important front-line fundraising role for the College in securing major gifts (25K+) and principal gifts (\$1 Million +). This position will be expected to personally raise principal/major gifts in support of fundraising priorities, focusing on donors with a capacity of \$25,000+. The Executive Director will lead a team to identify, cultivate, solicit and steward major gift prospects and carry a portfolio of approximately 75+ major gift donors/prospects (\$25,000+ capacity).

The ED will spend at least 45% of their time moving donors/prospects through the philanthropic continuum with an added focus on major donor identification and development to meet increasingly aggressive annual fundraising goals. This will be made possible by working collaboratively with the Dean, Vice President of University Advancement, Associate Vice President of College and Program Development, development staff and university colleagues in an effort to strategically manage their engagement with the organization's top donors and prospects. The ED will also serve as representative and consultative resource to the Dean, VP UA/AVP UA as needed. The ED will collaborate with campus partners, UA and Strategic Communications to ensure CBE representation in the "It Takes a Titan" Comprehensive Campaign that ends December 31, 2022.

The ED regularly partners with the Sr. Director of Planned Giving in the identification, cultivation and solicitation of planned giving prospects/donors. The ED serves as a fundraising professional as well as a relationship connector. The ED will develop customized plans for each high-level major/principal gift donor/prospects and work collaboratively across the organization and deliver comprehensive strategies that are ultimately highly effective.

The ED will manage an overall progressive annual fundraising goal. Prepares and maintains a multi-interval strategic fundraising plan that is consistent with College, Division, University Advancement and University goals and objectives. The ED collaborates with the Dean on strategically positioning and leveraging College events to engage top donor prospects. Such events include, but are not limited to, the Folino Golf Classic and Economic Forecast.

Positions that report to the Executive Director include Director of Development, Associate Director of Development and Development Coordinator/Associate

## ESSENTIAL DUTIES & RESPONSIBILITIES

Annually, work with direct reports and Dean to create and implement comprehensive fundraising plans with mutually agreed upon dollar goals

Manage a portfolio of major and principal giving prospects for the College of Business and Economics focusing on soliciting major gifts, presenting proposals, making an annually established goal of face-to-face meetings with donors and prospects monthly

Set individual meetings with prospective donors for the purposes of principal/major gift solicitation, partnering with the Dean, CSUF President, College & Program Development, university staff, volunteers or others as appropriate

Identify, cultivate, and steward current and prospective donors, including alumni, parents, corporations and foundation and other constituents

Work with specialists in developing written grant proposals for foundation and corporate support in consultation with the Dean and the AVP

Collaborate and partner with CBE Staff who also serve a development function, and represent the college and division at CSUF/Community events as needed

Leverage President, VPUA, CSFPF Governors to create connections to Principal Gift prospects and incorporate regional travel as needed to engage prospects

## ESSENTIAL QUALIFICATIONS

Bachelor's degree from an accredited four-year college or university

Minimum of five years fundraising experience and securing gifts of at least \$25,000

Ability to work effectively and collaboratively in the higher education environment

Ability to direct the design of strategies for cultivation and solicitation of prospective donors in consultation with the Dean and AVP

Ability to create and coordinate appropriate events for cultivation and stewardship

Ability to use a strategic approach to development with assessments built in to determine progress and success.

Ability to travel off campus for events, programs, meetings, university business, and other activities.

## APPLICATION PROCESS

Send resumes to:

[www.sterlingsearchinc.com/csufCBE](http://www.sterlingsearchinc.com/csufCBE)

For a confidential conversation contact Sarah Agee at [sarah@sterlingsearchinc.com](mailto:sarah@sterlingsearchinc.com) or call/text (949) 903 2891 California State University, Fullerton continually advances Efforts in Diversity, Equity and Inclusion. We celebrate all forms of diversity and are deeply committed to fostering an inclusive environment within which students staff, administrators, and faculty thrive. Individuals interested in advancing university's strategic diversity goals are strongly encouraged to apply. Reasonable accommodations will be provided for qualified applicants with disabilities who self-disclose.

Comp. \$120k to \$140k plus eligibility for CalPERS retirement program





CALIFORNIA STATE UNIVERSITY  
FULLERTON

## WORKING AT CSUF

Consistently lauded as a top national university, Cal State Fullerton- with 110 degree programs and an enrollment over 41,000 - has cemented its role as a respected, in-demand and go-to leader within the California State University and beyond. As Titans, we believe that diverse perspectives deepen our understanding. We are committed to giving students the support they need to graduate, while responding to California's revolving work force needs.

At Cal State Fullerton, we strive for continual improvement of students, staff, faculty and administrators through training programs, orientations and professional development opportunities. As part of the Titan Community, you have access to many campus facilities and services including but not limited to the Grand Central Art Center in Santa Ana, CSUF Garden Grove Center, Fullerton Arboretum, cultural events and performances in the Clayes Performing Arts Center, Cal State Fullerton Athletics sports events, Titan Recreation Center, and the Employee Wellness Program. A thriving campus culture is a defining feature of Cal State Fullerton. For a preview of our campus, check out this [video](#).

Cal State Fullerton offers a significant benefits package as an important complement to an employee's salary. To explore the value of our benefits, visit the [CSU Total Compensation Calculator](#). Employees are also eligible to participate in the CalPERS retirement program. For a full understanding of the program, please visit [calpers.ca.gov](http://calpers.ca.gov)

Cal State Fullerton is committed to leveraging best practices in the workplace. University Advancement currently offers up to two days of remote work per week.

## ABOUT THE COLLEGE OF BUSINESS & ECONOMICS

Located in one of the most vibrant and entrepreneurial business communities in the United States, the College of Business and Economics at California State University, Fullerton is the largest AACSB accredited business school on the West Coast, nationally recognized for accreditation in both its business and accounting programs. The college provides a world-class business education, offering graduate and undergraduate programs that integrate classroom education with best business practices, technology, award-winning research, functional applications and real-world experience. Our network of more than 70,000 alumni and business partners are the driving force of Southern California business. **Guiding Principles:** We are committed to leading business education through the guiding principles of program quality, balancing theory and practice, and expanding our outreach and visibility. **Program Quality:** We will ensure positive student learning outcomes, recruit and retain high quality faculty, and maintain dual AACSB accreditation in accounting and business. **Balancing Theory and Practice:** We prepare our graduates to make a positive difference with leading edge instruction and experiential learning! **Expanding Outreach and Visibility:** We enhance our visibility as the driving force of business in Southern California by developing relationships, resources and programs.

### Our Vision and Mission

We lead business education on the West Coast. We create positive change by leveraging the curiosity, entrepreneurial spirit and diversity of our students. We inspire our students and other partners to transform the workforce through innovative, impactful instruction and research. More information: <https://www.business.fullerton.edu>

## ABOUT UNIVERSITY ADVANCEMENT

The Division of University Advancement is currently providing leadership for the first comprehensive campaign that will further elevate excellence at Cal State Fullerton. We are focused on meeting on going needs of students, employers and the community. We accomplish this by providing leadership in philanthropy, government & community relations, alumni relations, and strategic communications. The division is committed to excellence, innovation, respect, collaboration, supporting the public good, transparency and accountability, and ethical action. We build partnerships with University stakeholders to promote investment and campus engagement, and our team members work in an environment that encourages teamwork and professional growth. More information: [fullerton.edu/advancement](http://fullerton.edu/advancement)