

Theresa A. Davis

PROFESSIONAL PROFILE

Strategic and creative thinker with more than twenty-five years of experience managing teams and collaborative projects, fundraising campaigns, and developing core messages for targeted constituencies.

EDUCATION

Master of Public Administration
University of Southern California, Los Angeles, California

BS in Business Administration (emphasis in Marketing)
Arizona State University, Tempe, Arizona

EXPERIENCE

June 2016
to Present

California Institute of Technology

Assistant Vice President, Engagement and Annual Programs

- Serves as a member of the Advancement and Alumni Relations (AAR) Senior Management Team.
- Helps to create and drive the strategic direction for the whole of AAR.
- Has responsibility for advancing public understanding, advocacy, and support for the Institute and its educational and research achievements through strategic constituent engagement.
- Helps to develop opportunities for donors and prospective donors to have lifelong engagement with Caltech and to support the Institute philanthropically.
- Manages a team that has ranged in size between 22 and 34 individuals, with 4 direct reports: Executive Director of Alumni Relations and the Caltech Alumni Association; Executive Director of the Caltech Associates; Director of the Caltech Fund and Parents Program; and a Senior Administrative Assistant. Until November 3, 2018 also had as a direct report, the Director of Campus Programs (managed a 12-member team).
- Have responsibility for developing tailor-made strategies for Caltech's engagement with key constituencies in eight select regions.
- Have responsibility to grow the level of unrestricted support.

February 2010
to June 2016

California State University, Fullerton

Associate Vice President, College and Program Development

- Served as a member of the University Advancement Executive Management team
- Played a key role in the management and direction of the university's private fundraising program by providing leadership, strategic direction and policy implementation of major gift-directed efforts
- Managed a team of 22 people, including the Directors of Development in each of the Colleges and Athletics Department, Development Coordinators and Administrative Support staff

February 2010
to June 2016

California State University, Fullerton (cont.)

Associate Vice President, College and Program Development

- Managed the work of the President's Roundtable
- Managed and monitored department budgets
- Created development training for campus academic leaders
- **Key Impacts:** Establishment of an annual development planning process in the colleges, and addition of performance-based measures, that influenced a 48% increase in funds raised over the last five years of my tenure (2011-2016). Created a President's Roundtable tasked with connecting President García and the campus with leading members of the business and philanthropic communities of Orange County.

January 2009
to February 2010

Childrens Hospital Los Angeles Foundation

Associate Vice President, Major and Planned Gifts

- Provided leadership and direction for the strategic planning and implementation of multiple fundraising programs and campaigns with a focus on the medical specialties and Centers of Excellence
- Supervised and managed a team of development and administrative staff. Developed the department structure, systems, and policies that promote successful team outcomes
- Counseled, directed and motivated staff and volunteer leadership to secure principal gifts (includes trustees, administration, physicians, and department heads)
- Personally carried a portfolio of 150+ principal and major gift prospects with particular focus on gifts of \$100,000 and above
- Managed and monitored department budgets
- **Key Impact:** Developed cultivation strategies that reconnected the hospital with several famous grateful families with whom it had lost touch.

June 2006
to October 2008

California Science Center Foundation, Los Angeles

Campaign Director

- Spearheaded the Science Center Foundation's \$165 million Campaign, making assessments and adjustments to keep the Campaign on track
- Had responsibility for development and implementation of a strategic plan to identify, cultivate, solicit and steward major gift prospects
- Managed a portfolio of major gift prospects
- Worked collaboratively with Science Center Foundation leadership to recruit and train high-level volunteers to implement the Campaign
- Managed a team of professional fundraisers, Campaign communications, and support staff
- Worked collaboratively with the Senior Vice President of Development and Marketing, Vice President of Communications, and Vice President of Marketing to develop and implement a strategic communications plan to support the Campaign

June 2006
to October 2008

California Science Center Foundation, Los Angeles (cont.)

Campaign Director

- Developed and managed the annual operating budget for the Campaign
- **Key Impact:** Raised more than \$32 million during my tenure. This represents a 336% increase in funds raised during my tenure at the Science Center.

May 2001
to June 2006

University of California

University of California, Los Angeles

Senior Director of Development, College of Letters and Science (4/02 to 6/06)

- Developed and implemented a comprehensive fundraising program for the basic sciences
- Managed a team of professional fundraisers and support staff
- Collaborated with the Deans of Life and Physical Sciences in creating and communicating a core message to garner support
- Identified and cultivated major gift prospects
- Wrote and submitted proposals for private funding Wrote special event speeches for Deans and Sciences Board of Visitors leadership
- Recruited, managed, and solicited volunteers for the Sciences Board of Visitors
- Developed solicitation strategies in collaboration with the Deans of Life and Physical sciences, faculty, volunteers, and staff
- Collaborated with The UCLA College Director of Communications, and other campus writing staff, to develop story ideas and edit copy for various campus publications
- Worked with The UCLA College Director of Special Events to create and coordinate donor recognition events
- Managed and monitored department budget
- **Key Impacts:** Units raised approximately \$15 million annually, contributing to the University's \$2.4 billion Campaign, which raised \$3 billion; established a Sciences Board of Visitors whose members contributed more than \$7 million during my tenure including a \$3 million bequest to support the Life Sciences, \$1 million for a Logics Center, and a first-time corporate gift of \$25 thousand to support student programs.

University of California, Riverside

Director of Development, A. Gary Anderson Graduate School of Management (AGSM) (5/01 to 4/02)

- Developed and implemented a comprehensive fundraising program
- Identified and cultivated major gift prospects
- Managed a team of marketing and alumni professionals and support staff
- Wrote and submitted grant proposals to private and corporate foundations
- Recruited, managed, and solicited volunteers for the Dean's Advisory Council
- Collaborated with colleagues in the office of Campaign Communications in the development of Campaign marketing materials for the AGSM

University of California, Riverside (cont.)

Director of Development, A. Gary Anderson Graduate School of Management (AGSM) (5/01 to 4/02)

- Had responsibility for the development of Campaign strategy, working in conjunction with the Dean and AGSM Campaign committee
- Managed and monitored department budget
- **Key Impact:** Facilitated Campaign goal-setting and volunteer recruitment.

October 1997
to May 2001

California Institute of Technology, Pasadena, California

Director of the Alumni Fund (8/98-5/01)

- Managed a team of fundraising professionals and support staff
- Developed strategic direction for annual direct mail and phonathon campaigns
- Created direct mail appeals and brochures
- Worked with Alumni Fund directors in the recruitment, training, and management of more than 300 volunteers and volunteer leadership
- Developed and managed the Alumni Fund budget
- Participated in quarterly meetings of the Board of Trustees
- **Key Impacts:** Spearheaded \$1 million Linde Challenge to increase alumni participation; and increased alumni participation by 3%.

California Institute of Technology, Pasadena, California (cont.)

Associate Director of Corporate Relations (10/97-8/98)

- Managed campus-wide fundraising efforts with companies in the Midwestern United States
- Developed cultivation and fundraising strategies for more than 50 of Caltech's industry partners
- Developed corporate and local government support for the Caltech/U.S. Geological Survey Broadcast of Earthquakes (CUBE) program
- Kept corporate contacts aware of Caltech research and campus projects of interest to the company via site and campus visits and information mailers
- **Key Impacts:** Influenced the General Motors Foundation to retain its long-standing relationship with Caltech as it redefined its university strategy; created a "Dow Chemical Company Day" to connect scientists at corporate headquarters with researchers at Caltech.

November 1994
to October 1997

Mount St. Mary's College, Los Angeles, California

Director of Annual Giving

- Personally solicited donations for and managed Mount Associates donor program
- Developed annual direct mail campaigns
- Managed and trained paid workers for annual telemarketing efforts
- Recruited, trained and managed volunteers
- Coordinated special fundraising and recognition events
- Composed event speeches for the college's president and key volunteers

November 1994
to October 1997

Mount St. Mary's College, Los Angeles, California (cont.)

Director of Annual Giving

- Developed and managed the Annual Giving budget
- Managed Annual Giving staff
- Wrote Mount Associates articles for the campus magazine
- Participated in quarterly meetings of the Board of Trustees
- **Key Impacts:** Participated in planning and success of the College's first-ever campaign (\$40 million); increased alumni participation by ten percentage points.

SPECIAL TRAINING

Conference management – Chair, 2013 CASE District VII Conference

Computer hardware – Gateway, Dell, Apple, IBM, Compaq

Computer software – Viking, Millennium, Advance, and the Raiser's Edge development software, MS Word, PowerPoint, Excel, WordPerfect

Coordinated software conversion from Paciolan to Raiser's Edge

Seminars/classes attended – management, communications, negotiations, public speaking, grant writing, CASE Annual Giving seminars and Summer Institute, United Way board leadership training

Clubs/organizations – Leadership California (2008), Southern California

Conference on Undergraduate Research (SCCUR) Board of Governors

(September 2003 to July 2006), Council For Advancement and Support of

Education (CASE) Board of Trustees (June 2003 to July 2006), CASE

District VII Board of Directors (June 1998-July 2006), CASE District VII

conference Communications Track Chair (2005), CASE District VII

conference Program Chair (2001), Healthy Babies Alliance of Greater

Pasadena Board of Directors (January 1998-1999), Toastmasters (August

1992-August 1993)

Speaking engagements – CASE District VII Conference (December 2004)

"Simplifying Complex Information for a Lay Audience"; CASE

International Assembly (July 2003) *"Closer to Home: The World Today and Its Effect on Advancement"* (co-panelists: Andrew Shaindlin, Caltech; Don Hasseltine, Colby-Sawyer College); CASE Advanced

Annual Giving Conference (April 2002) *"Personal Solicitations: A Checklist for Success"* (co-presenter Ray Watts, Loyola Marymount);

"Marketing the Annual Fund: What is Your Brand?" (awarded a CASE

Faculty Star for this presentation)

Adjunct Professor, USC, Sol Price School of Public Policy

**SPECIAL TRAINING
(cont.)**

Classes taught – *CASE Management Institute*, October 2019 through May 2020; *Fund Development for Nonprofit Organizations*, University of Southern California, fall session 2014; *Major Gifts*, UCLA Extension, Spring session 2008; *The Art of Fundraising*, UCLA Extension, winter session 2006, summer session 2006, spring session 2007, summer session 2007, summer session 2008

Publications/articles - *CASE Currents Magazine*, February 2004, “Career Path – Right Profession Wrong Discipline?”; *UCLA Today*, June 29, 2004, “Where the Mind is Free and the Head is Held High”; *The Mount Magazine*, summer 2006, “80 Years of Redefining Women’s Higher Education”

Consulting Projects – Developed 2005 marketing plan for L.A. Family Housing

INTERESTS

Travel, hiking, reading, jogging, archery, kickboxing, tennis, volleyball