

Marc L. Archambault

EMPLOYMENT

Embry-Riddle Aeronautical University, Daytona Beach, FL.
2021

2017 –

Senior Vice President, Philanthropy and Alumni Engagement

Oversaw all philanthropy and alumni engagement efforts. Served on the President's Core Leadership Team. Charged with professionalizing the philanthropy and alumni engagement program. Recruited national talent to build a team of 42 staff members. Our results include:

- increased donor visits by 413% (from 440 to 1,818) and solicitations by 54% (from \$14 million to more than \$35 million) in the first year alone;
- directed audits of gift processing and allocation procedures, aligned university philanthropy policies with best practices, and streamlined workflows to enhance donor experience;
- introduced cost-effective advancement technologies to improve solicitation progress, employer matching gifts, gamified crowdfunding, and social media analytics for lead generation and segmented communication;
- delivered philanthropy training for Deans and collaborated with the VP for Academic Affairs to establish measured philanthropy objectives for Deans; and
- launched college philanthropy councils, whose members contributed \$700,000 in inaugural year.

Developed and launched ERAU's comprehensive campaign. Our achievements to date include:

- \$43 million toward the campaign goal, including \$26 million for endowment;
- SVP closed \$6 million lead campaign gift, among the largest gifts in university history, and a total of \$16.4 million to date, including 8 seven-figure gifts;
- implemented institution's first strategic marketing plan for planned giving, doubling three-year average annual productivity and booking \$12.5 million in planned gifts;
- set university-record with \$26.5 million raised in fiscal year 2018-19; and
- digital engagement and personal outreach to 32,000 alumni and friends generated record number of total and new donors in 2020-21, up a total of 50% from fiscal year 2017-18.

Western Kentucky University, Bowling Green, KY

2015 – 2017

Vice President, Development and Alumni Relations

Recruited to lead campaign of \$300 million or more. Tasked with revitalizing the advancement program, right-sized the team of 50 in response to budget reductions, and recruited talented national hires into critical posts. Oversaw all philanthropy and alumni relations functions. Served on university cabinet. Despite the President's unexpected resignation, our team's outcomes included:

- raised \$57 million for campaign, advanced from \$80 million in mid-2015 to \$137 million by June 2017;
- new gifts and pledges of \$30.2 million in fiscal year 2016 and a record \$36.3 million in 2017;
- record annual gift receipts of \$23.7 million in fiscal year 2016 and a second-best \$23.3 million in 2017;
- VP closed a \$10 million gift in 2017, one of WKU's largest gifts ever;
- a deferred gift inventory that exceeded \$100 million for the first time in WKU history;
- an invigorated alumni base, reflecting 7% growth in new alumni gifts and commitments and 1,000 new paid alumni association members in a year, the largest-ever, quickest-ever jump in membership; and
- a 17% increase in athletics gift revenues.

WKU Foundation
President

Oversaw operations of the WKU Foundation and served on the boards of the WKU Real Estate Foundation and Alumni Square Development, LLC. We strengthened the foundation's performance by:

- adding an external investment committee advisory panel comprised of expert wealth managers;
- establishing a new investment model producing improved yield while reducing risk exposure by 20%;
- improving accountability and transparency, with the first-ever formal organizational budget and simplified financial reports for clients and donors;
- achieving WKUF's first-ever entirely clean audits;
- introducing a comprehensive risk management strategy;
- delivering quarterly board trainings in compliance and board best practices;
- crafting a new MOU with the University and updated bylaws to align with AGB standards;
- creating and deploying a new member orientation curriculum and member-mentoring model; and
- establishing succession planning and a member recruiting strategy focused on skills inventory and prioritizing diversification of the board.

Utah Valley University, Orem, UT
Vice President, Development and Alumni

2010 – 2015

Oversaw team of 40 responsible for all development and alumni relations efforts. Our achievements included:

- raising \$60 million in 5 years, more than in all preceding years in school's history combined;
- securing 8-figure land gift to expand land-locked campus;
- doubling number of gifts/year, tripling number of new donors/year, and doubled gifts over \$10,000;
- being designated in 2013 CASE (Council for Advancement & Support of Education) most-improved development program amongst 4-year liberal arts institutions based on performance metrics from 2010-13;
- earning 2013 CASE District VII ASAP (Allied Student Advancement Program) award for Student-to-Student annual giving program;
- a successful scholarship campaign, raising a record \$4 million in 2010 and increasing the baseline annual scholarship production from \$200,000/year to \$2 million;
- creation of volunteer-led Planned Giving Advisory Council that led to \$2.6 million in gifts; and
- a \$25 million record year in fiscal year 2015.

Major Giving

- \$16.5 million for arts campaign in 9 months
- \$10.6 million for scholarship campaign
- \$3.85 million for autism center
- \$3 million for first privately-funded building
- \$2 million for professional sales program
- \$1.35 million for Constitutional Studies Ctr.

- Increased face-to-face donor visits by 5x

Annual Giving Program

- Doubled gifts per year from 2,600 to 5,200
- Increased giving by 400-member campus-wide Advisory Council from 40% to 75%

Alumni Relations

- Grew alumni membership from 2,500 to 15,000

Chief Executive Officer, Utah Valley University Foundation

Served as head of the UVU Foundation. Board members, my foundation team, and I:

- grew endowment from \$37 million to \$58 million;
- restructured volunteer leadership, rebuilt membership, and set \$10,000 annual giving expectation; and
- established new controls and financial model that earned first-ever clean audits.

Harvey Mudd College, Claremont, CA
Vice President for College Advancement

2006 – 2010

Oversaw all advancement efforts, including development, alumni relations, and college communications. The accomplishments of our team of 35 included:

- raising \$61 million in 4 years;
- growing the annual fund by 35% in three years to more than \$4.6 million annually from just 5,200 alumni;
- VP securing a \$10 million capital construction gift;
- producing a national award-winning admissions brochure;
- securing over \$20 million in corporate and private foundation awards; and
- raising over \$1 million per year in project-based industry partnerships via the renowned Clinic program.

Purdue University, West Lafayette, IN

2000 – 2006

Senior Director, Advancement for Discovery Park & Univ. Foundation Relations, 2005 – 2006

My role was expanded to include launching the initial advancement programs for Discovery Park, a cluster of ten interdisciplinary advanced research centers. I led or served on teams responsible for soliciting \$50 million in gifts from individuals, corporations, and foundations. My specific responsibilities included:

- developing strategic partnerships with individuals and regional, national, and global organizations;
- soliciting, personally, six- and seven-figure gifts. Assembled and directed teams to solicit eight-figure gifts;
- securing national and regional media coverage; and
- co-chairing \$26 million Purdue *Opportunity for Indiana* program Stewardship and Planning Committee.

Senior Director, University Foundation Relations, 2002 – 2005

Oversaw generation of 150 – 250 proposals per year and raised \$100 million. Produced double-digit percentage growth in gifts each of first three years (\$25 million, \$33 million, \$41 million), including two eight-figure gifts. Established goals, planned, executed, and oversaw advancement strategies for engaging and soliciting philanthropic foundations system-wide. Specific duties included prospect research, prospect cultivation and solicitation, proposal writing, faculty and staff training, and stewardship. Advised the President and Senior Vice President for Advancement on all private foundation matters. Supported and advised Deans, Campaign Steering Committee, alumni advisory boards, the sponsored programs office, and faculty. Collaborated with more than 50 directors of development on foundation fundraising activities.

Director, Advancement and Alumni Relations, Department of Biological Sciences, 2000 – 2002

As the first-ever officer in the unit, developed, directed, and executed departmental strategies for fundraising and alumni relations. Undertook prospect research, cultivation, solicitations, stewardship, proposal writing, marketing communications, and events. Facilitated corporate partnerships, including internships and student recruiting programs. Attracted six figure gifts. Identified three overlooked prospects from whom \$8.25 million was subsequently raised. Identified, cultivated and secured a seven-figure commitment from only university Campaign Steering Committee member chosen from the College of Science.

University of Houston, Houston, TX

1998 – 2000

Associate Director, Grants & Contracts, Division of Research, 2000

Directed university-wide management of all sponsored funding for the UH system and served as an authorized institutional signatory for all grant activities. In 2000, the institution had \$201 million in research expenditures, requested \$765 million via 1,201 proposals, and garnered 339 awards (28% yield) for \$116 million.

Proposal Specialist and Grants & Contracts Administrator, Division of Research, 1999

Oversaw proposal submission to foundations and to state and federal agencies, developing proposals and budgets. Specialized in NSF, NASA, DARPA, AFOSR, NLM, and all private foundations.

Administrator, Sponsored Projects College of Natural Sciences and Mathematics, 1998 – 1999

Co-led Financial Service Center staff and oversaw all sponsored program activities. Provided clients with detailed budget information, interpretation of agency regulations, and custom financial reports. Managed \$20 million in College research accounts. Audited \$40 million in College expenditures for compliance.

W. M. Keck Center for Computational Biology, at Rice University, Houston, TX 1994 – 1998

Executive Director

Directed multi-site, multi-institutional research training program of University of Houston, Rice University, and Baylor College of Medicine, interfacing with chairs, program directors, executives, external partners, public and private funders, the media, and the public. Established and led integrated internal/external relations program for the Center. Managed \$2 million annual budget, including two NSF training grants, an NLM training grant, and a substantial award from the Keck Foundation. Supported grant submissions and attracted private funding.

National Bureau of Economic Research, Cambridge, MA 1992 – 1994

Administrative Assistant to the Director of Public Information

Responded to public information inquiries, prepared press releases, and drafted articles.

University of Chicago Press, Chicago, IL 1984 – 1992

Promotions Manager, 1989 – 1992

Marketed more than sixty new scholarly book titles annually in the fields of public policy, economics, social and political science, women's studies, education, linguistics, and cognitive science for the nation's largest academic publisher. Conducted market research and designed promotional strategies. Arranged media coverage, scheduled tours, book signings, promotional appearances, and receptions. Prepared book jacket, catalog, and advertising copy. Designed and wrote media kits and tip sheets.

Assistant Manager, University of Chicago Press Direct Marketing, 1989

Direct Mail Assistant, University of Chicago Press Direct Marketing, 1984 – 1989

EDUCATION

Internship in radiation physics field survey, Dept. of Energy, Oak Ridge National Labs 1983

B.A., *magna cum laude* in Physical Sciences and in English (double major)
Saint Michael's College, Colchester, VT 1984

Certificate in Fundraising Management
Center for Philanthropy at Indiana University, Indianapolis, IN 2004