



### Boyden Executive Search Contact

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### Position Summary

Perkins is looking for an experienced and entrepreneurial leader to raise awareness of Perkins' impactful work by engaging new major donors, foundations, and corporations, and elevating the School's philanthropic support to match its national and international influence. Partnering with a dynamic, market-driven CEO, the Chief Development & Marketing Officer will create a multi-year strategy to ensure consistent growth in fundraising revenues, including designing a capital campaign for Perkins' 200th anniversary in 2029. This position will oversee fundraising, marketing activities related to fundraising, and corporate marketing across all Perkins operating groups. Perkins is looking for an individual who is passionate about exploring new ways to leverage the many assets of Perkins and to position the School as a unique and vital nonprofit addressing the unmet needs of children with disabilities around the world. The candidate will be an externally focused leader who excels in opening new relationships and bringing Perkins' contemporary mission to influential audiences who may be unaware of the ambition and momentum around Perkins' new mission.

### Primary Duties & Responsibilities

- Develop and implement a multi-year fundraising strategy
- Design and execute a capital campaign for Perkins' 200th anniversary
- Oversee a comprehensive multi-channel marketing strategy that enhances Perkins' brand visibility, drives donor engagement, and supports the School's mission
- Align marketing initiatives with organizational goals and objectives
- Lead a dynamic team of high performing Development and Marketing professionals
- Ensure predictability in fundraising operations with an analytic approach to forecasting, goal setting, and budgeting
- Create new and innovative ideas to bring new donors to Perkins and expand the School's reach on a global basis

### Skills & Abilities

- Strong connection to Perkins mission and effective spokesperson for prospective donors
- Entrepreneurial development leader with a track record of innovative fundraising approaches
- Relationship builder - skilled in developing and maintaining relationships across all levels and building comprehensive donor communication strategies

- Action oriented - ability to execute with strong analytical skills, creativity and focus on detail and follow through

### Education & Experience

- Bachelor's degree is required, advanced degree preferred
- 10+ years of Development & Marketing experience with demonstrated achievements in management, leadership and fundraising success, with at least 5 years in a senior leadership role
- Broad knowledge of fundraising areas: principal, major, planned, annual giving, and corporate and foundation
- Experience in nonprofit marketing and a passion for Perkins' mission

### Boyden Contacts



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Managing Partner

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**Sara Swisher-Anderson**

Senior Recruiter

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### About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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