



**Georgia Institute  
of Technology**

### Boyden Executive Search Contact

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### Position Summary

The Director of Development Analytics in the Office of Development (DEV) will work in partnership with the AVP of Operations and Services and as part of a collaborative development information services program. They will play a crucial role in enhancing the institution's fundraising efforts by leveraging data-driven strategies and analytics to drive efforts to increase the size and quality of the prospect pool. The Director of Development Analytics is responsible for leading and managing data analysis and related reporting efforts to support all fundraising goals. This role involves using advanced analytics to inform strategic decision-making, optimize donor engagement, and enhance the effectiveness of fundraising campaigns. The Director of Development Analytics will partner directly with Prospect Research, Prospect Management and Information Services and will collaborate with all development teams as well as with various departments, including, The Alumni Association, GT Foundation, Development Donor Relations and Development Communications, to ensure data-driven strategies are integrated into all aspects of development.

With a high degree of accuracy and attention to detail, this role will collect, mine, visualize, and analyze data, build predictive models, and employ other statistical analysis techniques to measure program effectiveness and improve operational strategies. The Director will develop recommendations based on data to enhance strategic fundraising decisions and process improvements. He/she will generate reports and data dashboards to illustrate performance for donor giving and portfolio/pipeline efforts.

As a newly established role within GT Development, the incumbent will be responsible for creating a Development analytics program. This includes providing recommendations on staffing, tools, industry partnerships, program impact, and best practices.

### Responsibilities

- Drive increased productivity and efficiency in the fundraising operation, by conducting predictive modeling and data mining to identify potential major donors and assess their capacity and propensity to give.
- Build a best-in-class Development analytics program, employing comprehensive analytics strategies to inform fundraising activity and goals, maintain dashboards, reports, and data visualizations to monitor key performance indicators (KPIs) and track fundraising progress.
- Analyze prospect/donor data to identify trends, patterns, and opportunities to inform prospect assignment and portfolio optimization.
- Evaluate, implement, and manage analytics and CRM tools to enhance data analysis capabilities; stay current with industry trends and advancements in data analytics and fundraising technologies (e.g. Power BI etc.).

- Create insights and recommendations for donor segmentation and personalized communication strategies. Evaluate the effectiveness of fundraising campaigns and initiatives, offering actionable insights for improvement.
- Work collaboratively with Development Information Services, OIT, GTF and related departments to execute cross-platform and interdepartmental projects and encourage overall data-based decision making. Manage, monitor, and execute regular and ad hoc data cleansing and append projects.
- Other duties as assigned.

### Skills and Abilities

- Strong leadership and interpersonal skills.
- Detail-oriented with a strategic mindset.
- Proven ability to prioritize and work independently, responsibly, and meet deadlines.
- Strong analytical and problem-solving skills with the ability to interpret complex data sets.
- Excellent communication and presentation skills, with the ability to convey data insights to non-technical audiences.
- Demonstrated ability to lead and manage projects and teams effectively.
- Advanced proficiency in SQL and experience with CRM systems, preferably in a fundraising context.
- Experience developing data models using PL-SQL, Tableau or Power BI.
- Experience with data modeling (AI), ROI and metrics building and monitoring, creation of visual presentations and analysis of direct marketing.
- Enjoy finding solutions to problems.
- Knowledge of fundraising principles, donor lifecycle, and development best practices.
- Strong understanding of fundraising database concepts and hands-on SQL programming.
- Experience with Blackbaud CRM.

### Required Qualifications

- Bachelor's degree or equivalent combination of education and experience.
- Minimum 7+ years of analytics or related experience is required.

### Preferred Qualifications

- A degree in Statistics, Math, Computer Science or another quantitative field preferred.
- 10+ years preferred in development analytics, prospect management or prospect development field preferred.

### University Policies and Statements

Georgia Tech prides itself on its technological resources, collaborations, high-quality student body, and its commitment to building an outstanding and diverse community of learning, discovery, and creation. We strongly encourage applicants whose values align with our institutional values, as outlined in our strategic plan. These values include academic excellence, diversity of thought and experience, inquiry and innovation, collaboration and community, and ethical behavior and stewardship. Georgia Tech has policies to promote a healthy work-life balance and is aware that attracting faculty may require meeting the needs of two careers.

The Georgia Institute of Technology (Georgia Tech) is an Equal Employment Opportunity Employer. The University is committed to maintaining a fair and respectful environment for all. To that end, and in accordance with federal and state law, Board of Regents policy, and University policy, Georgia Tech provides equal opportunity to all faculty, staff, students, and all other members of the Georgia Tech community, including applicants for admission and/or employment, contractors, volunteers, and participants in institutional programs, activities, or services. Georgia Tech complies with all applicable laws and regulations governing equal opportunity in the workplace and in educational activities.

Georgia Tech prohibits discrimination, including discriminatory harassment, on the basis of race, ethnicity, ancestry, color, religion, sex (including pregnancy), sexual orientation, gender identity, gender expression, national origin, age, disability, genetics, or veteran status in its programs, activities, employment, and admissions. This prohibition applies to faculty, staff, students, and all other members of the Georgia Tech community, including affiliates, invitees, and guests. Further, Georgia Tech prohibits citizenship status, immigration status, and national origin discrimination in hiring, firing, and recruitment, except where such restrictions are required in order to comply with law, regulation, executive order, or Attorney General directive, or where they are required by Federal, State, or local government contract.

All members of the USG community must adhere to the USG Statement of Core Values, which consists of Integrity, Excellence, Accountability, and Respect. These values shape and fundamentally support our University's work. Additionally, all faculty, staff, and administrators must also be aware of and comply with the Board of Regents and Georgia Institute of Technology's policies on Freedom of Expression and Academic Freedom. More information on these policies can be found [here](#).

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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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