

Bryan Robinson

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EDUCATION

Candidate, Doctor of Philosophy (Ph.D.) Program in Leadership in Higher Education, Annsley Frazier Thornton School of Education, *Bellarmino University*, Louisville, Kentucky; including study at the *University of Roehampton*, London, United Kingdom, with dissertation defense scheduled for summer 2017. *Quantitative Research: Structural poverty and college enrollment: The impact of rural American determinism.*

www.bellarmino.edu

Master of Arts (M.A.) in Higher Education Administration, College of Education and Human Development, *University of Louisville*, Louisville, Kentucky

Bachelor of Science (B.S.), Pre-Law Studies Program, College of Arts and Sciences, *University of Louisville*, Louisville, Kentucky

www.louisville.edu

PROFESSIONAL EXPERIENCE

University of Louisville
Senior Assistant Vice President
Louisville, Kentucky

February 2013 to the Present

I was recruited to the University of Louisville to serve as an Assistant Vice President and assist with the completion of the seven (7) year, one-billion dollars (\$1B) university-wide capital campaign, which concluded successfully ahead of schedule in June 2014, as well as to begin planning for a new one-billion, five-hundred million dollars (\$1.5B) university-wide capital campaign beginning thereafter.

- Reporting to the university administration, I manage all senior development staff and directly oversee daily operations and programming for all university units, notably:
 - Cardiovascular Innovation Institute
 - College of Arts and Sciences
 - College of Business
 - College of Education and Human Development
 - Conn Center for Renewable Energy Research
 - Diversity programming

- J.B. Speed School of Engineering
 - James Graham Brown Cancer Center
 - Louis D. Brandeis School of Law
 - Raymond A. Kent School of Social Work
 - School of Dentistry
 - School of Medicine
 - School of Music
 - School of Nursing
 - School of Public Health and Information Sciences
 - Student Affairs
 - University Libraries
 - University of Louisville Hospital
 - Fundraising Programs: grateful patient; estate and gift planning; alumni outreach; and corporate and foundation relations
- Personally manage a portfolio of donor relationships, both alumni and non-alumni, rated with a one-million dollars (\$1M) or higher giving capacity, independently and directly closing millions of dollars in annual gifts for the university.
 - Personally created, designed and implemented the university's first grateful patient program on the health sciences campus in conjunction with University of Louisville Physicians (ULP).
 - Meet with and interact routinely with deans, department chairs, division leaders and faculty for administrative and other data-driven decision-making and planning purposes.
 - Annually author and implement strategic business development plans with each dean and his or her executive staffs addressing components such as alumni engagement strategies; staff development plans; stewardship; events; ROI analysis; budgetary planning; faculty and staff giving initiatives; and corporation and foundations giving strategies.
 - Annually author and approve budgets in a 'zero based' system for all units.
 - Routinely speak publicly to both internal and external constituencies on behalf of the university, particularly at 'outreach' events such as donor 'forums'; faculty and staff 'retreats' and meetings; private donor and alumni gatherings; conferences and seminars; and events focused on student recruitment.
 - Travel extensively on behalf of the university, meeting with donors and attending organized donor and student recruitment events in conjunction with the alumni association.
 - Assisted in authoring and implementing policies for staff addressing performance metrics and credit and collaboration policy, as well as travel policy. Further, I have authored numerous policy and training documents addressing the introduction of a promotional model, the creation and implementation of a new immersion training model for new employees and campaign counting guidelines.

Director of Development and Major Gifts
Assistant to the Dean
Bloomington, Indiana

In consultation with the Indiana University Foundation, I was appointed by Indiana University to work with the Dean of the School of Public Health at Bloomington to create, implement and manage major gift development operations at the newly named School of Public Health and the Recreational Sports Facility Complex at Wildermuth; as well as to initiate an approximately ten-million dollars (\$10M) capital campaign to support the renovation of its academic and recreational sports facilities and significantly increase of the School's endowment. Further, the School campaign was planned in conjunction with the 'public phase' of the university's two-billion, five-hundred million dollars (\$2.5B) multi-campus comprehensive campaign.

- Personally developed a strategic plan that included: the framework for major gift operations; the identification of departmental and research funding priorities; and the creation of long-term metrics, goals and benchmarks.
- Interacted routinely with the Dean, department Chairs, the Vice President for Development and other key executives at the Indiana University Foundation.
- Served as an advisor and committee member to the Indiana University Foundation regarding the comprehensive campaign.
- Developed prospect portfolios for all development staff at the School, including individual, corporate and foundation prospects.
- Authored articles for publications within the School prepared for alumni, donors, faculty, staff and the university administration.
- Spoke publicly on behalf of the School to both internal and external constituencies, chiefly to explain the rationale for the creation of the School of Public Health which had existed as a School of Health, Physical Education and Recreation for over fifty years.
- Set a new record for philanthropy for the School's programs in the first six (6) months by securing a one-million, seven-hundred thousand dollar (\$1.7M) cash gift.
- Personally advised the Dean relative to board management; fiscal matters; strategic planning; personnel matters; budgets; and fundraising planning and forecasting.

University of Louisville
Senior Director of Development and Major Gifts Officer
Special Assistant to the Dean
Louisville, Kentucky

2008 to 2012

Appointed by the Vice President for Advancement as a Senior Director of Major Gifts on the Health Sciences Campus. I was directly responsible for – and successfully completed – the philanthropic component of a two (2) year, forty-five million dollars (\$45M) dental school renovation campaign, while also simultaneously managing the School of Dentistry portion of a six (6) year, one-billion dollars (\$1B) university-wide comprehensive capital campaign.

- Presented proposals for and closed major gifts in the areas of planned giving, scholarship endowments, endowed chair programs, cash gifts, in-kind gifts and gifts of real estate and other valuable property. These responsibilities also included routine consultation with donors to help them meet their philanthropic objectives.
- Interacted routinely with health science Deans, the Vice President of University Advancement, the Office of the Provost and the Office of the President.
- Managed and supervised annual fund, alumni relations, communications, marketing and other administrative staff within the health sciences operation.
- Created, introduced and implemented a corporate relations strategy and closed corporate gifts for the benefit of the campaign.
- Traveled extensively across the country in order to meet with alumni, corporations and foundations on behalf of the university.
- Maintained responsibility for unit-based budget planning processes.
- During my tenure, total philanthropic giving (including the annual fund and major gifts areas) within my unit increased over four-hundred percent (400%) from any previous record production fiscal year, while personally raising thirteen-million, three-hundred and ninety-six thousand, two-hundred and nine dollars (\$13,396,209.00) -- with individual gifts averaging one-hundred and thirty-nine thousand dollars (\$139K) -- for the benefit of the campaign.
- Strategically worked with alumni groups to develop effective programs and events, focusing on the improvement of the quality of events conducted, the cost and return on investment (ROI) of each individual event, and improving after-event follow-up by development staff.
- Spoke publicly - and routinely - on behalf of the university at outreach and recruitment events, continuing education events, private donor receptions and to private and public interest groups.

Originally appointed at the time of initial hiring by the Associate Vice President for Development as the **Director of Development** for the newly created Southeast Region for Regional Advancement. Traveled throughout an eight state region in the Southeast soliciting and closing millions of dollars in major gifts for all academic and athletic units at the university.

- Traveled multiple times per month with the President of the University, the University Provost, the Vice President of University Advancement, athletics coaches, the Director of Admissions and others in leadership.
- Personally solicited major gift prospects and closed major gifts.
- Ranked as a high producing regional development officer, consistently exceeding required dollar goals.
- Co-managed administrative staff for the region.

Equity, Inc.
President and Principal
Floyds Knobs, Indiana

2002 to 2008

Served as principal and co-founder of the former Canaan Group, Inc. that ultimately merged with Equity, Inc., a commercial business consulting; development; and asset sales and management enterprise with locations in Indiana, Kentucky and Tennessee providing niche services for clients.

- Upon college graduation, joined the firm as an entrepreneur and co-founder and built a company from ‘start-up’ status to a robust organization processing millions of dollars of fees per calendar year.
- Consulted with clients relative to their strategic fundraising interests, including organizations, institutions of higher education, political candidates and political office holders.
- Contractually represented high-wealth individuals and corporations, personally overseeing the management of portfolio assets for clients in thirty-five states including intellectual property, financial instruments, land, hotels, golf courses, marinas and land developments.
- Trained and managed staff of approximately twenty-five (25) production-oriented individuals within the organization and directed operations for the company in all three states.

DOCTORAL RESEARCH CONDUCTED

Rural structural, generational poverty and college enrollment
Goal setting for secondary school students preparing for postsecondary training
Self-awareness; self-regulation; and spirituality in curriculum
State funding and support of higher education in Kentucky
Western European funding models for education (travel abroad to the UK)
Implications of culture on pedagogy and learning in higher education

BOARD MEMBERSHIPS AND PROFESSIONAL DEVELOPMENT

“Goal setter” award, University Advancement, University of Louisville, Louisville, Kentucky	2016
“Goal setter” award, University Advancement, University of Louisville, Louisville, Kentucky	2015
Dean’s strategic planning committee, School of Medicine, University of Louisville, Louisville, Kentucky	2014 to 2015
Scholarship committee, School of Medicine, University of Louisville, Louisville, Kentucky	2014 to Present

Strategic committee addressing accreditation standards, School of Medicine, University of Louisville, Louisville, Kentucky	2014
“Goal Setter” Award, University Advancement, University of Louisville, Louisville, Kentucky	2014
Member, Advancement Leadership Team, University of Louisville, Louisville, Kentucky	2013 to 2017
Board Member, Indiana University School of Public Health Budgetary Affairs Committee, Bloomington, Indiana	2013
Council Member, Indiana University Foundation – Bloomington Campaign Council, Indiana University, Bloomington, Indiana	2012 to 2013
Member of the Dean’s Executive Board, Indiana University School of Public Health, Bloomington, Indiana	2012 to 2013
Member of the Dean’s Advisory Cabinet, College of Education and Human Development, University of Louisville, Louisville, Kentucky	2012 to 2014
“Goal Setter” Award, University Advancement, University of Louisville, Louisville, Kentucky	2012
Voting Member of the Executive Dean’s Council, School of Dentistry, University of Louisville, Louisville, Kentucky	2010 to 2012
Member of the Board of Advisors, Midwest Center for Foreign Investment, Louisville, Kentucky	2010 to 2012
Elected Staff Senator, University of Louisville, Louisville, Kentucky	2009 to 2010
Committee Chair, Council for the Advancement and Support of Education (CASE)	2009 to 2010
Guest Speaker, Council for the Advancement and Support of Education (CASE)	2009
Advisor to the Dean, College of Arts & Sciences, 20/20 Alumni Council, University of Louisville, Louisville, Kentucky	2008 to 2010
Vice Chair, Indiana Gaming Commission Appointed by Governor Mitch Daniels, Indianapolis, Indiana	2005 to 2006

Alumni Advisory Council, College of Arts & Sciences, University of Louisville, Louisville, Kentucky	2004 to 2006
Member of the Board of Directors, Liberty Financial Inc., Owensboro, Kentucky	2003 to 2004
Guest Lecturer, Ivy Tech Community College, Sellersburg, Indiana	2003