
MARK A. HERMANSON

PROFESSIONAL EXPERIENCE

Partner

Combine Mall Building, LLC

August 2018 – Present

I am a partner in a commercial and residential real estate development corporation. We own multiple properties and are currently developing a new mixed-use commercial and residential development.

Vice President of Development

January 2018 – June 2018

J. Craig Venter Institute

The J. Craig Venter Institute (JCVI) is a not-for-profit genomics research institute with approximately 200 scientists and staff in La Jolla, California and Rockville, Maryland. Reporting to the President, I was responsible for creating, managing, planning, directing and executing a comprehensive donor development and fundraising program.

Major accomplishments include:

- Identification, design and incorporation of fundraising within the newly redesigned JCVI website as well as developed collateral materials
- In partnership with key research faculty and scientists submitted proposals in excess of \$3,800,000 to a combination of corporations, foundations, and individuals
- Worked with foundation board members to identify potential major gift donors and key initiatives
- In partnership with CONNECT, created a JCVI Luminary Dinner Series with corporate CEOs and leading area philanthropists as the audience.

Washington State University

2006-2018

Executive Associate Vice President

September 2014-January 2018

Senior Associate Vice President and Campaign Director

2010-2014

Associate Vice President, Campaign Director and Constituency Programs

2008-2010

Reporting to the Vice President for Advancement; responsible for the leadership, development, implementation, management and oversight of the fundraising operations across the University's five campus system in a centralized/decentralized environment including direct oversight of campus, College, and unit-based fundraising. The WSU system includes a Health Science Campus comprised of the colleges of Medicine, Pharmacy and Nursing. WSU also has a College of Veterinary Medicine with a veterinary teaching hospital. Direct reports also reported to an academic administrator, athletic director or unit administrator. Served as the liaison for University Marketing and Communications, Alumni Association, and University Development related to items impacting units across the University system. Served as a member of the President's University Council.

Major accomplishments include:

- Responsible across the University's five campus system for the development, implementation, and management of the comprehensive "Campaign for Washington State University: Because

the World Needs Big Ideas” that led to the campaign closing at \$1,065,000,000 with over 206,000 donors

- Through implementation of best practices, co-led the evolution of a \$55,000,000 annual fundraising organization to \$166,466,904 in fiscal year 2015, including an annual average of \$125,424,283 for the duration of the campaign; post-campaign average fundraising result was \$132,267,000 for fiscal years 2016-2018
- Worked closely with the University President, Dean’s and Chancellors, solicited and closed numerous major and principal gifts including design, coordination and executed strategy that involved University President, Dean of Nursing and WSU Tri Cities campus Chancellor securing an \$18,000,000 gift from a hospital system establishing five endowed Doctor of Nurse Practitioner chairs
- Oversaw the creation of the fundraising plan for the newly established Elson S. Floyd College of Medicine; closed multiple major gifts for the college to include a \$1,000,000 current use gift at the dean’s discretion
- Continued adoption of best practices across the organization based on aspirant peers and knowledge gained from recently completed successful campaign
- Adopted organizational best practice of providing comprehensive professional development for staff and institutional leaders relating to fundraising and implementation of appropriate metrics
- Member of the University’s 2014-2019 strategic planning team
- Effectively served as arbitrator, coach and decision maker regarding various prospect management issues related to engagement, proposal development process and solicitations
- Mentored development directors towards increasing collaborative proposals; creation and successful use of unit volunteer campaign committees; and raising donor and unit expectations as highlighted by the significant increase in successful six, seven and eight figure proposals
- Additional accomplishments as Senior Associate Vice President and Campaign Director include:
 - In absence of the Vice President for Development, co-lead and managed the entire centralized and decentralized development operation
 - Managed Foundation Board of Governors and Board of Trustees, the governing and volunteer body, and in collaboration with the Chair established a strong philanthropic focus for the board
 - Responsible for oversight of the centralized stewardship and annual giving programs; annual giving enjoyed continual increase in funds raised and a 14% alumni participation rate
 - Responsible for development and implementation of all significant University wide events (e.g. graduation, convocation, building dedications, campaign kick-offs, campaign celebrations) that has led to a well-respected events team focused on exceeding
 - Established collaborative partnership with the Executive Director of the Alumni Association to strengthen both divisions to more effectively serve the University’s constituents
- Additional accomplishments as Associate Vice President include:
 - Designed and implemented best practices related to prospect research and management; resulting in identification, proper distribution and management of donor prospects across the organization
 - Developed and instituted new performance metrics and open cultivation systems for fund raising activities in preparation for campaign fund raising success that resulted in increases in personal contacts, collaborations across units and number of successful solicitations as well as improved stewardship.

- Implemented an open cultivation policy that significantly improved morale and fundraising success.

**Executive Director of Development and External Relations
College of Engineering and Architecture**

2006 - 2008

Responsible for providing executive leadership in the strategic design, implementation, and management of the full spectrum of private gift and grant development efforts including annual giving, major and principal giving, planned giving, donor relations, stewardship, corporate and foundation relations, prospect research, information management, performance expectations, staff recruitment and retention, volunteer board recruitment and retention, and budget oversight, as well as the College's communications and marketing program. Recruited to design, coordinate, and implement \$125,000,000 campaign for the College of Engineering and Architecture; as a significant component of the University's comprehensive Campaign.

Major accomplishments include:

- Created comprehensive advancement team by reorganizing the development office to ensure greater fundraising efficiencies, productivity, and collaboration among all components of a vibrant advancement team
- In concert with the Dean, Chairs, and Directors restructured and reinvigorated the College's six Advisory Boards to include a significant fundraising charge
- Designed and implemented weekly comprehensive MOVES management and accountability system
- Instituted accountability measures to promote and ensure appropriate development activities resulting in increasing gifts, grants, and pledges received year over year
- Solicited and closed a \$17,500,000 named School commitment, the first in the history of the University
- Solicited and closed a \$3,000,000 commitment from an individual for an endowed chair in the College; the second in the history of the University
- Engaged faculty and volunteer board members in the development process resulting in six and seven figure gifts
- Designed and completed the College's comprehensive \$125,000,000 campaign case document and fundraising plan in collaboration with the Dean, Chairs, Directors, faculty, and communications department
- Involved volunteer board members in successful proposal preparation, submission, and solicitations.

**University of Idaho
Senior Director of Development
Director of Development
College of Natural Resources**

2000 - 2006

2003 – 2006

2001 – 2003

Responsible for the comprehensive development efforts and external affairs of the College including but not limited to fundraising, public relations, alumni relations, and state and federal relations

Major accomplishments include:

- Portfolio management of 100+ prospects in various stages of the giving cycle. Developed and implemented strategies for gift closure including face-to-face, written, and phone communications

- Work focused on securing six-figure plus gifts and grants from individuals, foundations, and corporations including the largest gift to the University of \$10,980,000; a corporate commitment of \$1,300,000 million to establish the term Canon Chair of Conservation; a \$1,780,000 planned gift in support of scholarships
- Actively engaged and mentored faculty, staff, and volunteers in the development process
- In collaboration with the Conservation Social Sciences department, established Idaho's only public 6th grade Environmental Science Camp. Funding was a combination of private and foundation grants as well as federal program support
- Authored and assisted in writing development stories for the College magazine and Foundation Annual reports
- Worked with the College of Business, College of Natural Resources, College of Education, College of Engineering, and constituents to establish a University-wide entrepreneurship program; involved from conceptual design to obtaining constituent financial commitments
- As a University-wide team player, secured major gifts for other units including College of Engineering, College of Education, College of Business and Economics, and Athletics
- Established a culture of regular, special, and ultimate giving throughout College constituents
- Exceeded fund raising goals year over year.

Director of Annual Giving

2000 - 2001

Reporting to the Vice President for Advancement, responsible for planning and executing aggressive programs for the University's Annual Giving Program; led volunteers and staff to build prospect pools, secure contributions and recognize donors; served as a resource to College development staff in the design and development of College specific annual giving plans; identified, cultivated and solicited annual giving President's Circle (\$1,000+) prospects through portfolio management. Responsible for major gift cultivation and solicitation within Northern Idaho Region for *The Campaign for Idaho*. Coordinated Vice President of University Advancement's development efforts including major gift prospects, volunteers, events, visits and solicitation strategies.

Major accomplishments include:

- Developed comprehensive Annual Giving Program plan complete with timelines and implementation strategies including Parents Giving, Senior Class Giving, Faculty and Staff Campaigns, and an Annual Giving Board
- Exceeded Annual Giving Program participation and dollar goals for fiscal year 2000; setting a University record
- Increased President's Circle membership by more than 30%; setting a University record
- Conducted personal visits, phone and written communications with alumni and corporations to include screenings, discovery visits, stewardship visits and successful solicitations
- Staffed the Faculty and Staff Campaign volunteer committee and developed its highly successful campaign plan
- Researched and developed Annual Giving effectiveness and efficiency reports implemented by Advancement Services
- Restructured direct mail and telemarketing programs, resulting in increase of dollars raised
- Provided leadership and guidance to Annual Giving office professional staff, support personnel, student interns, and volunteers resulting in a sense of purpose and involvement.

**Associate Director
Wilson Compton Union
Washington State University**

1996 - 2000

Responsible for strategically planning and executing comprehensive programs and services for the Wilson Compton Union's constituencies including students, faculty, staff, alumni and friends. Responsible for all fundraising efforts for new and existing programs and services. Led and managed all unit operations as well as advised three student organizations.

Major responsibilities and accomplishments include:

- Directed and administered the planning, budgeting, operations and development of student services, programs and facilities including the student union auxiliary services (games area, information desk, hotel, vending, building services and facilities scheduling), technical systems, computing operations, facility projects and WSU golf course
- Responsible for budgets exceeding \$2,500,000, facilities exceeding 235,000 square feet, over 90 acres of golf course land, that included staff supervision of four administrative/professional, six classified and over 100 time-slip personnel. Successfully met or exceeded goals and objectives year over year
- Developed, implemented and evaluated marketing, public relations, advertising and promotions for the Wilson Compton Union as well as the WSU Golf Course and auxiliary services for the University and the WSU Golf Course, collateral included brochures, events, radio and newspaper announcements and advertisements
- Successfully researched, identified corporate and individual prospects, developed proposals and closed gifts in support of programs and services
- Responsible for development and implementation of policies and procedures; advised volunteer Board comprised of faculty, student and staff representatives regarding policy development.

Prior Professional Roles – detail can be provided

**PROFESSIONAL DEVELOPMENT AND RELATED
AFFILIATIONS**

- Council for the Advancement of Continuing Education (CASE), 2000-2018
- Education Advisory Board, 2014-2018
- Association of Governing Boards, 2013-2018
- Engineering Development Forum, 2006-2009
- Phi Kappa Phi 1997-present

COMMUNITY INVOLVEMENT

- Co-Founder and Board Member, Pullman Junior Golf Association, 1996-2014
- Board of Directors, Lion's Club – Pullman Chapter, 2008-2011; member 2012-present; Lion of the Year 2012
- Member, Pullman Chamber of Commerce, 2008-present
- Member, Pullman Chamber of Commerce Marketing/Promotions Committee, 1997-1998
- Member, Pullman Franklin Elementary School Site Council, 1995-97

EDUCATION

- **Masters of Education**, Educational Leadership and Counseling Psychology, Washington State University
- **Bachelor of Arts**, Business, Hotel and Restaurant Administration, Washington State University

References will be supplied upon request