

Renee S. Gordon

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Results oriented, relationship building, strategic problem solver successful in fundraising for higher education. Proven ability to make a positive impact by combining teamwork and creativity with innovation. Demonstrated strengths include:

- ▶ **Relationship Builder:** Outstanding ability to listen and gain understanding of new prospects, quickly identifying opportunities to match donor and university goals while utilizing expertise in team building and decision-making.
- ▶ **Customer Satisfaction:** Developing strong working relationships with donors, academic leaders, and department staff resulting in improved overall satisfaction with fundraising activities.
- ▶ **Change Management:** Developing people and teams to deliver results through continuous improvement. Creative thinker who synthesizes facts, events, and shares key concepts to develop realistic short and long-range plans. This has positively impacted staff development and department initiatives through an efficient and cost-effective approach.

PROFESSIONAL EXPERIENCE

United States Tennis Association Pacific Northwest, Beaverton, OR
Chief Advancement Officer

2024 - Present

University of Oregon, Eugene, OR
Executive Director of Development, Academics, Research & Faculty (2022 Present)
Senior Director of Development, College of Arts & Sciences (2019-2022)

2012 - 2024

Senior Director of Major Gifts, College of Arts & Sciences (2017-2019)
Director of Development, College of Arts & Sciences (2014-2017)
Associate Director of Development, College of Arts & Sciences (2013-2014)

Assisted the Executive Director of Development for the College by identifying, cultivating, soliciting, and closing outright and deferred major gifts for the Access Excellence Experience campaign. Responsible for the administrative functions of the college's development office, which includes four employees and two student workers.

- FY19
- FY18-19: \$11.3 million in pledged commitments; 150 face-to-face visits and 38 proposals.
- FY16-17: \$5 million in pledged commitments; 337 face-to-face visits and 34 proposals.
- FY 14-15: \$6.2 million in pledged commitments; 173 face-to-face visits, 18 proposals over \$100,000 which yielded 25% in portfolio growth.
- Planned, managed, and organized a successful Tykeson Hall Groundbreaking event to celebrate our capital campaign and project. Currently planning the grand opening event to take place Fall 2019.
- Revised the office budget process by simplifying the allocation codes which resulted in better oversight.
- Presented at CASE District VIII conference in Seattle on February, 2018.
- Developed and closed an outright gift of \$2.65 million over a four month period from beginning to end in 2018 from a corporation with no affiliation.
- CASE District VIII Rising Star Award 2017: awarded for demonstrating innovation, professionalism, and strong leadership qualities in the field of philanthropy.
- Facilitated face-to-face donor meetings with the Dean, Associate Dean, other senior administrators and faculty increasing solicitation results.

- Strategically identified and solicited potential board members and alumni as volunteers and hosts for regional events which resulted in improved donor engagement and giving.
- Successfully utilized the central office of stewardship events and strategic plans for top donors and prospects.
- Effectively mentored staff and student workers by sharing best practices, strategic approaches, and feedback on donor cultivation and solicitation. This approach quickly cultivated their competence thereby improving overall fundraising outcomes.
- Implemented a thank-you call stewardship plan with a primary focus on qualifying and identifying major gift prospects who reside outside the key regions the college visits regularly.

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Associate Director of Development, Oregon Region (2012-2013)

Assisted the Senior Director of Development in planning and implementation of the Oregon region development program.

- Developed and managed a new portfolio of lead annual and potential major gift donors through prospecting, identification, and qualification. Met personal visit goal resulting in securing pledge commitments of \$200,000.
- Designed and implemented solicitation strategies in collaboration with program directors, local and regional gift planning officers to improve oversight and coordination of fundraising projects.
- CASE District VIII Opportunity & Inclusion Scholarship Recipient: opportunity scholarship allows a new professional working in fundraising the chance to engage with other industry colleagues for professional development, mentoring, and promotion to leadership positions.

Grainger, Eugene, OR

2011-2012

Account Manager

Responsible for increasing sales revenue within a diverse local million-dollar portfolio; including industries such as healthcare/hospital, lumber, heavy and light manufacturing.

- Strategically aligned planning objectives with pipeline development and territory organization.
- Established and expanded relationships with key executives and decision makers within assigned territory that resulted in 31 new major business contacts in Q1 2012.
- Quickly learned key product segments within a catalog of over one million industrial supplies that included complex features to influence corporate decision makers.
- Planned high value engagement at annual trade show to further cultivation and education of major accounts which led to acquisition of new business lines.

Staples, Eugene, OR

2010-2011

Business Development Associate

Responsible for developing a new customer base and pipeline through targeted prospecting, identification, and cultivation within the Willamette Valley territory.

- Completed a strategic territory analysis and implemented the *Staples Way* sales strategy that resulted in exceeding the goal of 20 monthly business presentations.
- Implemented a stewardship strategy to retain new business which led to surpassing monthly sales quotas from February-August, 2011.
- Selected and promoted as a Mentor Sphere member to guide new hires during onboarding.
- Designed, developed and utilized new marketing materials increasing health facilities sales and resulted in promotion to National Account Representative for UHF account (healthcare group purchasing organization).
- Consistently ranked in the top 5% of development associates for new business acquisition monthly.
- Top Business Development Associate for March and April 2011 (out of 40 in the northwest region).

Pan American Laboratories LLC, Boston, MA

2004-2010

Specialty Pharmaceutical Representative

Responsible for increasing pharmaceutical sales revenue in an untapped key territory.

- Developed and implemented a strategic business plan that maximized the budget by proper resource allocation. Qualified and managed a portfolio of 200+ physicians.
- Promoted to District Product Manager (2006).
 - Responsible for delivery of scientific sales and training messages to district team.
 - Educated district team members on successful marketing techniques to increase product placement and reach targeted patients.
 - Kept abreast of competitors in the market and cost related issues and formulated tactics to overcome objections.
 - Developed a “value” added sales approach based on the patients and physicians’ needs. This resulted in a 25% increase in district sales.

- Promoted a transparent team environment by sharing best practices which strengthened overall district sales skills.
- Top 5% of sales force; raised product sales by 185% and 209% in Q4 '08 over Q4 '07.
- 4 successful product launches in new territory resulted in Rookie of the Year Award-2005.
- Established Regional Speakers' Bureau that increased attending physicians' Rx sales by 200% in 6 weeks following the first event.

Enterprise Rent-A-Car

2002-2004

Assistant Branch Rental Manager, Boston MA

Managers Assistant/Management Trainee, Wilmington, DE

Accountable for overall fleet management of the branch, achieving top levels of customer service, and managing the Corporate Account segment of the operation.

- Developed a team of 12 sales and office staff, promoted 3 management trainees to the next level.
- Ranked #2 out of 30 assistants for sales and service.
- Implemented motivational sales programs that increased the operating profit by 40%.
- Increased revenue through collection of 50% of outstanding debts in six months.
- Increased fleet growth by 20% through corporate account acquisition.
- Ranked top sales associate (95th percentile).

EDUCATION

University of Oregon, Eugene, OR

Masters of Non-Profit Management, 2020

University of Delaware, Newark, DE

BSBA, Marketing and Economics, 2002

COMMUNITY INVOLVEMENT and INTERESTS

Friends of Hendricks Park Board Member 2018-Present

Oregon Track Club Board Member 2013-2016

Oregon Track Club Membership Committee 2013

University of Oregon Running Club Volunteer Assistant Coach 2010-2017

American Foundation for Suicide Prevention; volunteer & fundraise \$2000 + annually

Accomplished and competitive distance runner: 2:52 marathoner