



Urban Land Institute

Senior Vice President, Corporate Partnerships
Washington, DC



*Providing leadership in the responsible use of land
and in creating and sustaining thriving communities worldwide*



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About ULI

The Urban Land Institute makes the world a better place by providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is an independent global non-profit whose over 45,000 members represent the entire spectrum of real estate development and land use professionals working in both private enterprise and public service. Through the strength of its membership, ULI has been able to set global standards of excellence in land development practices. It has long been recognized as one of the world's most respected and widely quoted sources of reliable information on urban planning and growth. ULI organizes its priorities around five key Content Pillars that serve as a bridge between its broad mission and the programs that deliver it.

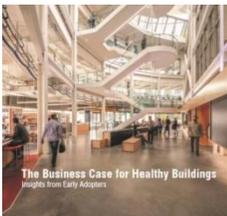


Housing and Communities

ULI firmly believes that affordable housing is a fundamental underpinning of healthy and thriving communities. ULI delivers the experience and expertise of its members directly to communities facing housing and land use challenges.

Successful Cities and Regions

ULI promotes the broader adoption of best practices and effective relationships among business, government, and community stakeholders to develop vibrant, competitive metropolitan areas around the world.



Innovation in Development Practice

ULI is a knowledge creator as well as an educator. It analyzes trends with real estate implications in order to identify opportunities and develop creative responses. Urban Innovation Grants, for example, encourage such work in ULI members' public-private partnerships.

Sustainability and Economic Performance

In all its initiative, ULI demonstrates that the use of resources, the built environment, and long-term economic health are all connected. It thus makes a compelling business case for resource efficiency.

30%

overall energy savings can be achieved through proper building commissioning



Real Estate Finance and Investment

ULI attracts investment in real estate by helping global investors understand the dynamics affecting real estate value.



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ULI's Corporate Relationships

ULI's corporate engagement program continues to evolve to support the organization's growth. Encompassing event sponsorships and longer-term partnerships, the program raises funds that advance a broad range of ULI initiatives, from national conferences and competitive scholarships to local urban planning and professional development opportunities. The Senior Vice President for Corporate Partnerships sets corporate account strategy, leads a team of corporate relationship managers, and identifies opportunities to raise new revenue to advance healthy, sustainable communities.



Corporate Partnerships

ULI has cultivated relationships with more than 50 committed corporate partners. The Institute works with these major corporations—such as Bank of America, Deloitte, Ernst & Young, and Wells Fargo—as both members and donors. These corporations provide support for a wide range of initiatives that

Advance ULI's mission, including annual meetings, local District Councils, research, educational programs, and a variety of other ULI efforts. These partnerships are managed by a six-person team whose members all work toward a department goal.

Sponsorships

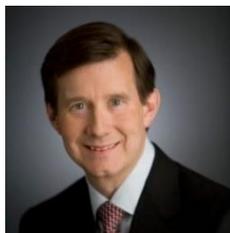
Sponsorships at ULI generate an independent revenue stream and a pipeline of potential corporate partners. More than 400 corporations have historically supported ULI's two major annual events, the Spring and Fall Meetings,

that are attended by thousands of developers, investors, architects, planners, brokers, attorneys, and government officials. Working with District Councils in meeting cities, the Corporate Partnerships team ensures sponsor value and retention while taking advantage of opportunities to deepen relationships and attract new prospects. Corporations also sponsor original content produced by ULI. The Corporate Partnerships team is fully intertwined with ULI's mission and works with leaders at all levels.



Global CEO Ed Walter

Ed Walter is a widely-renowned real estate industry leader and most recently the Steers Chair in Real Estate at Georgetown University's McDonough School of Business and CEO of Host Hotels and Resorts. As Global CEO at ULI, Ed leads the implementation of the organization's Global Strategic Plan, which includes encouraging philanthropic giving and improving member connections.



President ULI Americas Gwyneth Jones Cote

Multifamily industry leader Gwyneth Jones Cote most recently was Chief Operating Officer for Bell Partners, where she oversaw a team of 1,400 responsible for 60,000 multifamily units. At ULI, Gwyneth is leading efforts to maximize engagement and philanthropy in the Americas region while aligning the region's activities with the Institute's work in Europe and Asia Pacific.



The Opportunity

ULI is committed to building mutually beneficial relationships with major corporations through high-value programs, events, and content. The Senior Vice President of Corporate Partnerships directs this effort. Reporting to the President of ULI Americas, the SVP oversees all aspects of the corporate partnerships program and leads a seven-person team to execute comprehensive account management strategies that lay the groundwork for long-term engagements. The SVP establishes program direction and high-priority targets; leads the design of sponsorship programs, giving vehicles, and corporate stewardship; and fosters collaboration across content, membership, and corporate partnerships staff. The SVP will be a creative and committed strategist with an executive presence and collaborative leadership style.

Program Design and Management

- ❖ Lead the Corporate Partnerships team to create and execute a business development and account management strategy that meets a team goal of \$6M for this current year, including \$4.5M in corporate sponsorships and \$1.5M in corporate memberships and other forms of support.
- ❖ Direct efforts to generate a sustained base of sponsors, members, and donors, and to deepen and expand long-term corporate engagement with ULI's strategic priorities.
- ❖ Advise and collaborate with key members of the senior leadership team to foster effective alignment between sponsorship, membership, and marketing.
- ❖ Develop and implement a plan to leverage District Councils, ULI members, the Foundation Board of Directors, and other stakeholders to expand ULI's network of potential sponsors, members, and donors.
- ❖ Develop and manage the Corporate Partnerships budget.

Staff Leadership

- ❖ Lead, motivate, manage, and mentor a seven-person team (including two Vice Presidents, a Director, Senior Manager, Manager, and two Associates), developing processes to foster collaboration and provide opportunities for professional development that advances organizational, team, and individual growth.
- ❖ Steer collaborations with ULI's content team to design funding plans for major publications and reports, such as the Building Healthy Places Initiative, Center for Capital Markets and Real Estate, Center for Sustainability, Greenprint Center for Building Performance, Infrastructure Initiative, Terwilliger Center for Housing, and Urban Resilience Program.

Account Management/Pipeline Development

- ❖ Take primary responsibility for management of corporate members and donors for the Americas region.
- ❖ Work closely with counterparts in Europe and Asia, as needed, on processes, relationship, and technology; engage as needed on global accounts (those relationships that exist in two or three regions), which are managed by the SVP Global Partnerships located in ULI's London office.
- ❖ Solicit and close 7-figure corporate investments.
- ❖ Carry out high-touch stewardship plans with ULI's highest-level corporate partners, ensuring a high retention rate, deepened engagement and commitment, and increased levels of support.
- ❖ Oversee the development of annual sponsorship campaigns and long-term cultivation and solicitation strategies that build a pipeline of corporate partners and continually deepen engagement in ULI.
- ❖ Ensure the delivery of timely and effective communication to ULI's corporate donors—including through reports, pre- and post-event data, and other tools—in order to demonstrate the impact of investment in ULI and support the continued expansion of the corporate fundraising program.



The Candidate

Ideal candidates will bring a measurable track record of success leading fundraising teams and personally managing corporate relationships. S/he will have strong analytical, strategic planning, time management, and organizational skills, with the ability to manage complex, multi-stakeholder projects; exceptional team leadership skills coupled with a collaborative approach to developing and executing strategic initiatives; and an emphasis on integration across teams and work streams. The candidate should have a genuine commitment to the mission of the Urban Land Institute.

Background

- ❖ 10 to 15 years of account management experience in a fundraising, business development or client/customer service role in the public or private sector, including at least 5 years of experience in a leadership role.
- ❖ Experience in/understanding of real estate is useful but not required.
- ❖ Bachelor's degree is required; Master's degree is a plus.

Experience and Skills

- ❖ Record of setting corporate fundraising strategy to increase revenue.
- ❖ Track record of building long-term partnerships with corporations and securing 7-figure investments.
- ❖ Experience successfully representing an organization to the highest-level donors and partners, including Board members and C-suite leaders of national and international firms.
- ❖ Advanced knowledge of all forms of corporate philanthropic investments, including memberships, sponsorships, and major gifts.
- ❖ Executive presence in delivering a case for support to the highest-level members, donors, and strategic partners.
- ❖ Track record of managing complex relationships in a professional environment; includes the ability to develop and execute plans efficiently and effectively; to develop, manage, and track an annual account management process; and to follow through on details
- ❖ Demonstrated excellence in written and oral communications.

Personal Characteristics and Work Style:

- ❖ Ability to work in a global environment.
- ❖ Collaborative work ethic; able to contribute productively to small teams, execute on shared goals, and work with a diverse set of leaders.
- ❖ Ability to take the initiative in executing plans and doing whatever is necessary to accomplish goals.
- ❖ Solution-oriented professional who sees challenges as opportunities and can think imaginatively about how to take advantage of them.



To Apply



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Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 700, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that places senior executives and works with them to build talented staffs, develop bold strategic plans, and design powerful fundraising programs.

The Urban Land Institute is an Equal Opportunity Employer and is seeking a diverse slate of qualified candidates for formal consideration.



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