



Chief Alumni and Development Officer
IMD Business School
Lausanne, Switzerland

THE SEARCH

IMD Business School (IMD) seeks a seasoned, strategic, and collaborative leader to serve as the chief alumni and development officer (CADO). Reporting to the president of IMD and serving as an integral member of IMD's executive committee, the CADO will provide strategic vision, leadership, and direction for all alumni engagement and fundraising activities. Founded by business executives for business executives, IMD is an independent academic institution with Swiss roots and global reach. Consistently ranked among the top business schools globally, IMD develops leaders who transform organizations, contribute to society, and manage the complex challenges of the twenty-first century.

This is an exceptional opportunity for a strategic, creative, and experienced advancement leader to partner with an inspiring president early in his tenure to build and develop a best-in-class advancement program at one of the world's top business schools, positioning IMD to achieve exceptional fundraising success. The CADO will work closely with IMD's executive leadership and the president to establish strategic direction of the fundraising program, reinforce connections with IMD's alumni, and strengthen infrastructure and systems to support a robust advancement enterprise. Importantly, they will serve as a key leader in the planning and implementation of IMD's first capital campaign. The CADO will cultivate and foster a culture of philanthropy among all internal and external constituencies and strategically develop and engage new relationships with individuals and corporations who are inspired by IMD's mission and impact and are motivated to contribute philanthropically.

With at least ten years of leadership experience in advancement, preferably within a higher education environment, the CADO must possess strong managerial, strategic planning, and motivational skills; a keen understanding of fundraising best practices; and a comprehensive knowledge of all major development and alumni engagement functions, including a track record of significant personal success in donor cultivation, solicitation, and stewardship at the major and principal gift levels. The ideal candidate will be a seasoned team leader adept at motivating, empowering, and advocating for staff, as well as facilitating cohesion and team success. The CADO must possess comprehensive advancement knowledge and be prepared to develop and enhance critical advancement infrastructure, refine the application of a

new CRM, and develop and implement related policies, procedures, and best practices to effectively leverage data and moves management in all aspects of advancement work.

The ideal candidate must demonstrate a high level of integrity and trust and exhibit the credibility, maturity, and sophistication to effectively engage and partner with varied groups of internal and external constituents. The CADO must possess extraordinary communication and negotiation skills, the political savvy, flexibility, and cultural agility to navigate a complex academic and alumni community, and the desire and ability to build bridges and strong, genuine, and collaborative relationships across IMD. The CADO should possess knowledge and awareness of the nuances of the culture of fundraising in Europe and Switzerland. An advanced degree is preferred.

IMD Business School has retained the services of Jack Gorman of Isaacson, Miller, the national executive search firm, to conduct the search. Inquiries, nominations, and applications may be directed to the search firm as indicated at the end of this document.

IMD BUSINESS SCHOOL

With Swiss roots and global reach, IMD develops leaders and transforms organizations to create ongoing impact and contribute to society. IMD, a Swiss University Institute, also stands out as one of fewer than 100 business schools globally to hold the coveted “triple crown” of accreditations from AACSB, EFMD EQUIS, and AMBA. IMD leads on the world stage as one of the top three institutions globally for executive education and offers top-ranked degree programs, including an MBA, EMBA, and, in collaboration with EPFL and UNIL, an MSc degree program. IMD leverages thought leadership to create innovative and unforgettable learning experiences in the service of clear business objectives. With more than 70 years of excellence in executive learning, IMD strives to stay ahead of a diverse and fast-moving world by constantly innovating and investing in research, pedagogy, and organizational development activities that offer real learning and real impact. Bloomberg BusinessWeek ranked IMD as the top business school in Europe in both 2021 and 2022.

IMD’s culture is one of excellence, rooted in customer focus, performance intensity, collegial support, and collective problem-solving. IMD challenges what is and inspires what could be. The school develops leaders and organizations who contribute to a more prosperous, sustainable, and inclusive world. The IMD community is global, diverse, entrepreneurial, pioneering, impact-oriented, close to practice, and collaborative. It is comprised of more than 450 employees from 55 different nationalities and more than 130,000 alumni in over 180 countries. IMD’s foundation is established upon four institutional values: brave, collaborative, open, and pioneering. These active values are put into practice through insightful thought leadership backed by rigorous research and state-of-the-art pedagogy.

IMD’s main campus is in Lausanne, Switzerland. Situated in the Ouchy district directly facing Lake Geneva, it is ranked among the most beautiful business school buildings in the world and includes a neo-classic, heritage-listed building, La Résidence. IMD’s global presence includes an Executive Learning Center in

Singapore, a Management Development Hub in Shenzhen, China, and a Business and Innovation Hub in Cape Town, South Africa.

Real Learning. Real Impact.

Led by 60+ world-class and diverse faculty, IMD delivers real impact through a unique combination of teaching, research, coaching, and organizational development activities. Challenging what is and inspiring what could be, IMD strongly believes that business can and should be a force for positive impact.

As an independent institution, IMD works closely with program participants and organizations to devise and co-create innovative learning approaches with the highest standards and greatest impact. The institute's pedagogy is founded on an exceptional understanding of clients' needs seen in context, as well as pioneering thought leadership derived from rigorous research and first-hand insights from business and beyond. IMD faculty and research teams have a long tradition of writing successful publications across a wide spectrum of management practices. For over three decades, IMD's [World Competitiveness Center](#) has garnered a reputation as the leader in the field of producing pioneering research on the competitiveness of nations, one of the most significant developments in modern management.

Degree Programs

IMD's degree program offerings include [MBA](#) and [EMBA](#) degrees, as well as a joint [MSc](#) in Sustainable Management and Technology in partnership with EPFL and UNIL. The MBA program is an intensive one-year, full-time program that runs from January to December. Students tackle real business challenges, collaborate on projects with top companies, work with personal coaches, and expand their global awareness during an immersive month at IMD's Future Lab in Singapore. IMD's EMBA fosters the next generation of business leaders with immersive, action-based learning, top-ranked leadership development, and award-winning faculty who are experts in executive education. The EMBA program has two annual start dates and takes 15 to 19 months to complete. Over 131 global companies have sponsored multiple students in IMD's EMBA program. The joint MSc in Sustainable Management and Technology program is designed to equip the next generation of entrepreneurs and intrapreneurs with the knowledge and skills necessary to co-create a more resilient, environmentally responsible, and inclusive economy. The joint MSc program aims to build competencies along three dimensions: technology and innovation, economics and management, and sustainability.

Executive Education

IMD's top-ranked executive education offerings include more than 70 different open-enrollment executive education programs, including online programs, as well as company-specific custom programs. In 2023, IMD welcomed more than 28,000 executive education participants from some 120 countries and virtually every industry. IMD offers programs designed to evolve with the career of an executive and offers a variety of learning and program options to meet the specific needs, context, and location of participants.

Programs are organized into core categories, including management, leadership, sustainability, digital and AI, and board and governance. IMD's executive education programs provide participants with both insights and practical skills that can be immediately applied in their contexts. Financial Times ranked IMD's executive education programs #3 overall worldwide in 2024.

Alumni Relations and Development

Partnerships and Collaborations

IMD is an independent academic institution and, legally, a non-profit foundation. IMD collaborates with companies, NGOs, governmental organizations, associations, and start-ups to further the needs of the school as a whole. Networking and developing new initiatives, IMD seeks opportunities to collaborate with other institutions. The division of alumni relations and development cultivates individual relationships with established constituencies (alumni, corporate sponsors) and seeks out new ways of identifying and cultivating new IMD supporters. With a track record of world-leading philanthropic support from household brands such as Alcan/Rio Tinto, Nestle, LEGO, Cisco, and Maersk, IMD has historically attracted funding and support from major corporations that recognize the school's unique offering.

Through refreshed efforts, innovative strategy, and leveraging a well-positioned alumni base, IMD is poised to further its philanthropic potential through deeper and broader engagement with corporations, family businesses, high-value groups, and high-net-worth individuals. Several priorities for support include capital projects, named scholarships, and endowed chairs. In the 1990s and 2000s, generous alumni and corporations enabled the school to make significant investments, funding research chairs and the construction of new learning facilities. Today, more than ever, financing strategic projects is vital to IMD's distinctive educational model, and philanthropy is critical for those efforts. The incoming chief alumni and development officer will be integral to deepening existing relationships and developing new ones to help secure the future of IMD.

International Alumni Engagement

The IMD alumni network is a widespread yet close-knit global community in a tightly interconnected and complex business environment. IMD's more than 130,000 alumni connect through 50 alumni clubs, the International Alumni Association, communities of interest, and program communities. Roughly 6,500 alumni are degree program graduates, and IMD specifically earmarks board member positions for former MBA and EMBA students. IMD's mission is to accompany, assist and support IMD alumni in their lifelong learning journey and in building powerful business networks. Engagement is prioritized across an expansive global alumni network, including degree scholarships and initiatives such as the IMD Alumni Community for Entrepreneurship, which connects alumni with start-up businesses around the world. As the needs of alumni change, IMD anticipates an increasingly important and mutually beneficial alumni relations program will leverage connectivity for employment, careers, knowledge, and lifelong

professional development. The chief alumni and development officer will play a critical role in formulating and delivering the strategy of IMD's future approach, as well as determining the day-to-day program of alumni engagement.

Alumni Clubs and International Alumni Association

IMD's alumni clubs offer a wide range of activities, including speaker events, industry visits, social gatherings, and more. The mission of the clubs is to strengthen the network of individual IMD alumni globally and locally, help maintain a strong relationship with IMD to enable continuous learning, facilitate an exchange of ideas and experience in management and business, and create opportunities for building and expanding solid business relationships. The 50 clubs worldwide are diverse in nature and carry their own local characteristics and spirit. Some clubs have an annual agenda of planned speaker events and social activities, while others organize activities in a more spontaneous manner, with an average of three to five events per club annually. Each club has its own approach to membership, with some charging an annual membership fee. Supported by the alumni relations team, the chief alumni and development officer will lead the engagement with IMD alumni, developing strong and lasting relationships.

IMD's International Alumni Association (the Association) enables alumni to connect with IMD and each other through a powerful network. The Association complements what the individual Alumni Clubs offer locally, how degree program classes engage with their cohorts, and what IMD's thematic communities provide, namely, to support, engage, and continue to develop leadership who will transform organizations and contribute to society. The Association is a separate legal entity and primarily an online platform designed to deepen connections with global alumni and drive global benefits.

Fundraising and Financials

In Fiscal Year 2023, IMD raised \$8.9 million CHF, inclusive of outright gifts and pledge commitments. IMD's operating revenues for 2023 were approximately \$171 million CHF, with executive education generating 86% of total operating revenues and degree programs generating 12% of operating revenues.

CHIEF ALUMNI AND DEVELOPMENT OFFICER

The chief alumni and development officer has overall responsibility for alumni relations and development at IMD. Working closely with IMD's president, corporate partners, and academic and alumni communities, the CADO will develop a robust strategy to enhance IMD's engagement with supporters, partners, and donors. The CADO will provide best-in-class strategic and operational leadership to build an innovative alumni engagement and development program that advances IMD's mission and expands its global reach and impact.

Duties & Responsibilities

Strategic Vision and Leadership

- Assess the fundraising success and potential of IMD; craft a sophisticated multi-year strategy that leverages institutional strengths and assets to cultivate a culture of philanthropy and sustainably increase philanthropic support in keeping with the mission, core values, and institutional priorities of IMD.
- Serve as an active and valued member of the president's executive committee; build strong, collaborative professional relationships with senior stakeholders and maximize the opportunity to develop sustainable philanthropic relationships.
- In conjunction with the president and chief communication officer, develop clear, consistent, cohesive, and compelling messaging that leverages the uniqueness, strengths, and aspirations of IMD and its leadership in a way that reflects the excitement for IMD's impact and future direction and results in philanthropic support for funding priorities.
- Partner with IMD's communications and marketing teams to ensure alignment of fundraising and alumni engagement strategies with the school's marketing communications and reputation-building efforts.
- Work with the IMD chief financial and administrative officer and the finance team to proactively manage the budgeting process, anticipating costs and prioritizing needs.
- Build effective and collaborative relationships with senior academic and professional services staff throughout IMD.

Alumni Relations

- Lead IMD's efforts to nurture and cultivate relationships with alumni, particularly degree program alumni, as an integral part of IMD's strategy and mission.
- Lead the alumni relations team and assist in the development and execution of strategy for alumni clubs, program-related communities, and interest-based communities to enhance and deepen the connection between alumni and the institution.
- Shape the strategy of alumni events, reunions, communications, and services, and oversee and lead alumni gatherings on campus, including the annual IMD Club Presidents meeting.
- Serve as the primary interface with IMD's alumni advisory committee.

- Serve as an advocate for alumni within IMD and a catalyst for efforts in this area.
- Leverage existing alumni communities and clubs to foster long-term loyalty, engagement, and alumni giving.

Development

- Lead and manage all fundraising activities, including building and strengthening personal and long-term relationships with key constituents and representing IMD to potential donors, funders, and networks to secure ongoing and new support.
- Develop and implement a best-practice annual, major, principal, and corporate giving program and related donor pipelines.
- Establish strategic plans to identify and acquire prospective individual and institutional donors, increase donor retention, and re-engage existing donors.
- Evaluate and bolster the stewardship of past donors by implementing best practices to cultivate, engage, and steward donor relationships and increase donor retention, large gifts, and legacy intentions.
- Develop advancement-related best practices, policies, and moves management that effectively leverage data to advance division and institutional priorities.
- Deliver increased philanthropic support of IMD's strategic priorities, including student experience (including MBA scholarships), funded chairs, and capital development.
- In close partnership with the president and executive committee, provide strategy and leadership in the development, implementation, and execution of IMD's first capital campaign.
- Personally manage, cultivate, solicit, and steward a portfolio of major and prospective donors; lead frontline fundraising by example, demonstrating success and providing mentorship to maximize philanthropic revenue for the support IMD's mission.

Team Management and Oversight

- Lead and oversee the alumni relations and development staff and promote excellence through well-defined goals and implementation of best practices and accountability measures. Build and develop the alumni relations and development team in an efficient and effective manner suited to the needs of IMD and the philanthropic context.
- Provide opportunities for professional learning and growth; inspire, empower, and motivate staff through active, transparent communication, delegation, and placing their work within the context of IMD's strategic priorities and mission.
- Foster a work environment that recognizes and rewards team-based efforts.
- Develop team members' talents and ensure each team member is actively mentored and trained.

Qualifications & Experience

- Ten or more years of experience in roles of increasing responsibility in complex development and donor relations programs, preferably within higher education.
- Proven leadership in managing, mentoring, motivating, and developing a team tasked with achieving significant fundraising targets.
- Stature, professional experience, and relationship-building skills to engage, motivate, and support the president and high-caliber administrative and academic leadership, staff, and colleagues.
- Expertise in leading and managing campaigns in support of strategic priorities, student experience (scholarships and bursaries), capital development, research, and community engagement.
- A proven track record of team and capability building, as well as raising significant major gifts from individuals, corporations, and/or foundations.
- A demonstrated ability to plan, execute, and successfully close high-level gifts.
- A genuine passion for contributing to the transformation of a premier global business school operating in a rapidly changing environment; excitement about joining an ambitious team.
- Outstanding skills in making connections and building relationships, translating into the ability to effectively engage, influence, and leverage IMD's president and board members, high-level donors, faculty members, alumni boards, fellow senior team members, and IMD alumni.
- Strong knowledge and experience of working with the international philanthropic community in either business or higher education sectors.
- Strong working knowledge of the fundraising opportunities relevant to a global business school.
- Excellent oral and written communication skills and the ability to connect with a variety of audiences. Exemplary interpersonal and listening skills, as well as a high degree of comfort working internationally with cultural sensitivity.
- Ability to work strategically and a keen eye for operational efficiency and optimal use of resources; the ability to plan, monitor, and tightly manage a budget.
- An understanding of and appreciation for the use of technology in building an extended institutional community.
- Infectious curiosity about the work of IMD's students, academic community, and alumni.
- The ability to travel frequently.
- Near native in English. Competency in French, German, or other languages is a plus.
- MBA or advanced degree in related field preferred.

TO APPLY

IMD Business School has retained Isaacson, Miller, a national executive search firm, to assist in this search. Jack Gorman is leading the search with Bryce Ervin and Ryan Cheung. For more information, to make a nomination, or to apply for this role, please visit:

<https://www.imsearch.com/open-searches/imd-business-school/chief-alumni-and-development-officer>

ADDENDUM

Leadership

David Bach

President Elect

Professor of Strategy and Political Economy and Dean of Innovation and Programs

David Bach is Professor of Strategy and Political Economy, Rio Tinto Chair in Stakeholder Engagement, and Dean of Innovation and Programs. He will assume the Presidency of IMD on September 1, 2024.

Through his award-winning teaching and writing, Bach helps managers and senior executives develop a strategic lens for the nexus of business and politics. This enables them to more effectively navigate the myriad political challenges facing business, from corporate diplomacy and resurgent economic nationalism to stakeholder demands for greater sustainability and shaping policies for a post-COVID-19 world. His course *The End of Globalization?* – designed in the aftermath of the Brexit vote and the rise of populist leaders across Western democracies – received the 2018 Ideas Worth Teaching Award from the Aspen Institute.

As Dean of Innovation and Programs at IMD, he has led efforts to enhance the school's global reach and impact through programmatic and pedagogical innovation. He is looking to accelerate these efforts as IMD President.

Bach is one of the main architects of the Global Network for Advanced Management, an alliance of 32 top global business schools from five continents, of which IMD has been a member since 2012. In his previous position at Yale School of Management, where he served as Deputy Dean, he led the successful expansion of the school's degree program portfolio and the creation of Yale Center Beijing.

He completed his undergraduate studies at Yale and earned a PhD in political science from the University of California at Berkeley.