



## About Chris Dudley, AdvancementEDU Founder

### Bio

- Raised in Raleigh, NC
- BA from High Point University
- Political Science
- MS from West Virginia University
- Sport Management
- Sales Executive at Tar Heel Sports Marketing (3 years)
- Director of Athletic Development and Marketing at High Point University (5 years)
- Senior Vice President and Chief of Staff at High Point University (10 years)
- Senior Vice President for Development at High Point University (8 years)
- Husband to Kristy
- Father to Abigail and Avery
- Tennis player
- Music fan
- Resides in High Point, NC

### Experiences

- Built development office from 8 to 33 employees in eight years.
- Led team that raised \$450 million in eight years.
- Hired, trained and put systems in place for high functioning MGO team.
- Developed "Own the Campus" system of campus inspections.
- Planned large scale events featuring V.I.P. speakers and performers.
- Supervised the Vice President for Athletics.

- Supervised the following operational areas: security/transportation, maintenance/janitorial/landscaping, food service, events.
- Reported to and partnered with university president for eighteen years.

### Expertise

- Building successful and sustainable fundraising programs.
- Major gift fundraising.
- Donor engagement and stewardship.
- Sponsorship sales.
- Event planning and execution.
- Organizational transformation and reculturing.
- Delivering excellence to and removing friction points from the customer experience.
- Building organizational brands.
- Public speaking.
- Team building.
- Developing, presenting and closing sales and fundraising proposals.
- Creating powerful first and lasting impressions on prospects.

### Intangibles

- Attention to detail.
- Commitment to excellence.
- Sense of urgency.
- Extensive network.
- Good judgment.
- Commitment to over deliver.