

From CDO to CEO

THE NEW ROAD TO THE TOP

February 8, 2017

Campbell & Company

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Who are we?



**Marian Alexander
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Director, Executive Search
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Patti Tuomey

President and Chief
Operating Officer,
Pulmonary Fibrosis
Foundation

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What we will cover today

Experiences necessary to becoming the CEO

Overcoming challenges and perceptions

Expectations of the organization

How organizations can reframe their thinking

Poll



Background and context

10,000 Baby Boomers will retire every day for next 19 years

Organizations have **insufficient transition/succession plans**

Fundraising is a **substantial requirement** for ED/Pres/CEOs

Background and context

Every head of organization search
Campbell & Company has conducted
in past ten years has asked for
fundraising as a major requirement



The CDO's experience

Raise money

Implement a philanthropic
strategy

Manage and direct fundraisers

The CDO's experience

Manage capital campaigns

Partner for significant gifts

Work with board & volunteers

Poll



What makes a good CEO?

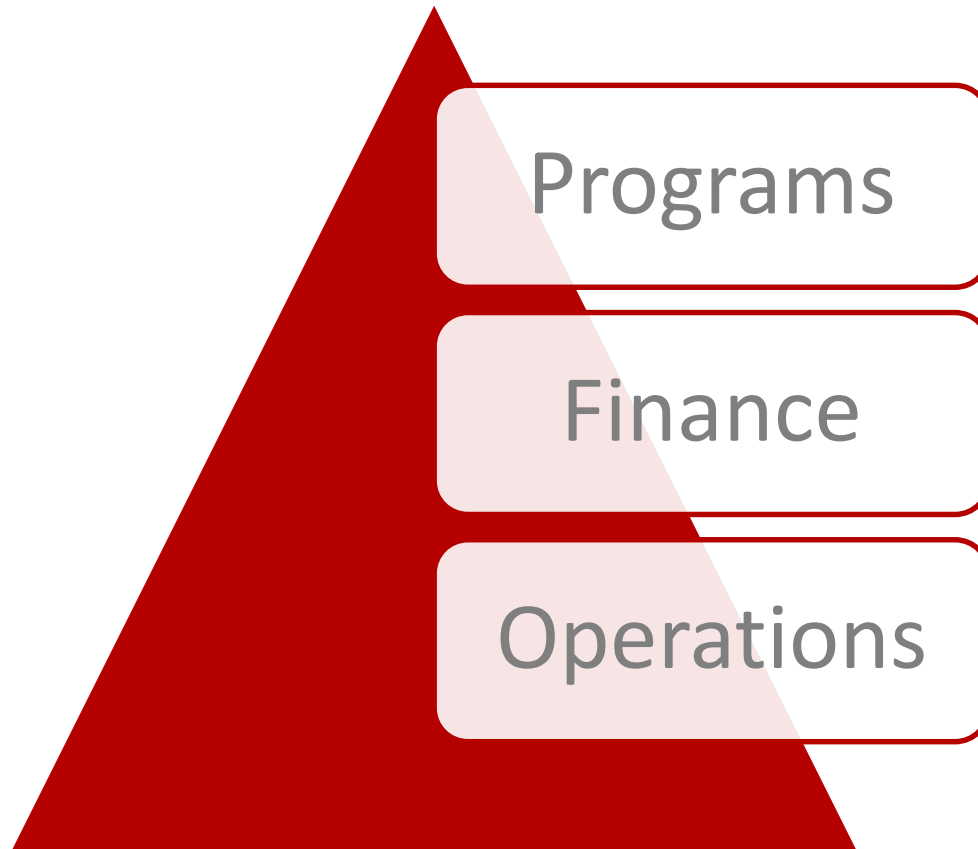
Create a workable vision

Set an implementable strategy

Define organization's direction



Traditional path to the top



What the CDO brings to the table



Working across organization to
understand programs

Relationship between
development and finance

Understanding strategic
priorities

Perceived challenges for the CDO

Career focused only on
development

Tenures are historically shorter
than peers

Perception of less programmatic
understanding

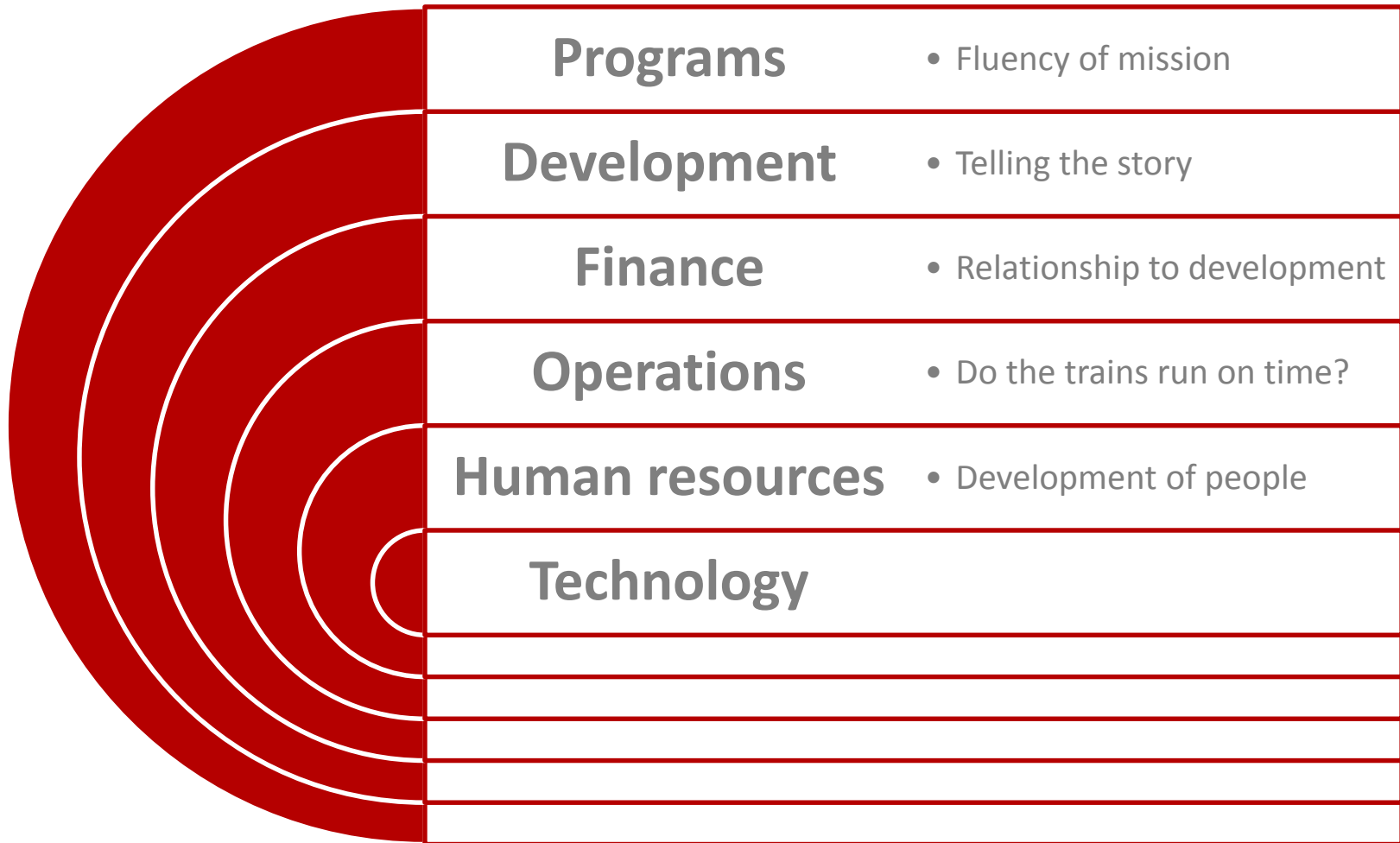
Addressing the challenges

Experience as external face

Demonstrating breadth

Prepping the CEO/Board

CEO Responsibilities



The CDO to CEO checklist

Be a great fundraiser

Broaden your experiences

Look for the intersections of
CDO/CEO

Your Turn!



We're here for you!

THANK YOU!



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