THE SEARCH

As an academic medical center, the University Hospital for Albert Einstein College of Medicine (Einstein) and the Montefiore Medical Center (Montefiore) is nationally recognized for clinical excellence – finding new discoveries in research, training the next generation of healthcare leaders, and delivering science-driven, patient-centered care. U.S. News & World Report ranks the Montefiore Medicine among the top hospitals nationally and regionally. For more than 100 years, Montefiore has been innovating new treatments, new procedures and new approaches to patient care, producing quality outcomes and increasingly serving as a model for academic medicine regionally, nationally and around the world. As it builds on this momentum, Montefiore continues to advance the practice of medicine and set the standard for excellence in healthcare.

Montefiore’s partnership with Einstein advances clinical and translational research to accelerate the pace of new discoveries becoming treatments and therapies that benefit patients. Together, the two institutions are among 38 academic medical centers nationwide to be awarded a prestigious Clinical and Translational Science Award (CTSA) by the National Institutes of Health. The second-largest medical residency program in the country, with 1,251 residents and fellows across 89 specialty programs, Montefiore provides the doctors of tomorrow a unique opportunity for education and training in one of the most diverse urban areas in the country — with an international patient population, a high disease burden and corresponding need for quality care. The research and patient care partnership is strengthened by dual appointments of faculty and physicians at both organizations – enhancing collaboration in research, teaching and patient care.

At this pivotal time in its history, Montefiore Medicine seeks an exceptional leader to serve as the Senior Director of Development, Annual Programs and Alumni Relations. Located at the Albert Einstein College of Medicine, this role is a high-level opportunity to elevate annual giving and alumni relations at both Montefiore and Einstein. With the understanding that active alumni, patients, faculty and staff, and community friends are essential in building support for the goals of Montefiore and Einstein, the successful candidate will have a responsibility for increasing engagement among these various groups. The Senior Director will grow in size and frequency annual gifts that support the mission of the hospitals’ and college of medicine, strengthen relationships between the College’s alumni and the hospitals’ patient base by encouraging greater donor participation, and seek new and constructive ways for annual giving and alumni relations programming at Montefiore and Einstein to be more collaborative.

Along with confidence and high emotional intelligence, the Senior Director of Development, Annual Programs and Alumni Relations will have strong management experience and the demonstrated ability to effectively engage an alumni and volunteer network. A dynamic leader, the ideal candidate will implement creative strategies to build capacity by identifying, tracking and nurturing the various constituency groups of the hospitals’ and college, while ensuring that relationships with existing constituencies are broadened and deepened.

Montefiore Medicine has retained Freeman Philanthropic Services, LLC to assist with this recruitment.
The Albert Einstein College of Medicine is a premier, research-intensive medical school dedicated to innovative biomedical investigation and to the development of ethical and compassionate physicians and scientists. Inspired by the words of its namesake, they welcome students, faculty and staff from diverse backgrounds who strive to enhance human health in the local community and beyond.

OFFICE OF DEVELOPMENT
Rachelle Sanders, Vice President & Chief Development Officer

Rachelle Sanders is the Vice President and Chief Development Officer for the Montefiore Medicine and Albert Einstein College of Medicine. For the past 15 years, Ms. Sanders has led and managed successful development campaigns, building cohesive teams that drove philanthropy and raised visibility. In addition to fundraising expertise, she possesses a strong understanding of public relations and communications, and her experience in these areas helps to advance Montefiore's key messages and strengthen our relationships among donors.

Previously, Ms. Sanders served as Executive Director of Development at the University of Arkansas for Medical Sciences (UAMS) College of Medicine in Little Rock, AR, where she managed fundraising for 30 medical departments and programs. In addition to supervising a team of major gift officers, Ms. Sanders built a pipeline of major gift prospects by cultivating relationships with alumni and faculty and establishing a campus-wide grateful patient initiative.

Ms. Sanders began at UAMS as Director of Development for the Winthrop P. Rockefeller Cancer Institute, a center of excellence at UAMS. She was quickly promoted to Executive Director of the Cancer Institute Foundation, where she provided oversight for the development operation and volunteer services, and was a member of the management team that achieved a $325 million campaign. Ms. Sanders was accountable for raising more than $75 million toward facilities and endowments. She served on the university's development leadership team and helped build and strengthen unified programs that promoted donor-centered outreach.

Prior to joining the Winthrop P. Rockefeller Cancer Institute, Ms. Sanders spent ten years at Cushing Academy in Ashburnham, MA, where she held varying positions, including Director of Communications and Marketing; Director of Major Gifts and Annual Giving, and Director of Development.

Ms. Sanders holds a Master's Degree in Public Policy from Trinity College in Hartford, CT, and a Bachelor of Science degree from Boston University.
Sheila S. Wolfinger, Executive Director of Development

Sheila S. Wolfinger is the Executive Director for Montefiore Medical Center’s Office of Development. For the past 16 years, Ms. Wolfinger has implemented a variety of fundraising initiatives including: campaigns, major gift efforts and special events, with special focuses on strategic planning, management and board relations.

Previously, Ms. Wolfinger served as a Senior Director with the consulting firm, Changing Our World, where she managed feasibility studies, development audits and campaigns for nonprofit organizations including a variety of healthcare clients and educational institutions. Prior to joining Changing Our World, Ms. Wolfinger was at New York-Presbyterian Hospital where she served as a Major Gifts Officer working closely with physicians, leadership and donors on behalf of the Departments of Cardiology, Cardiothoracic Surgery and Transplant.

Ms. Wolfinger holds a Bachelor of Arts degree from Temple University in Philadelphia.

Albert S. Seminsky, Jr., Executive Director of Development

Al Seminsky is the Executive Director for Albert Einstein College of Medicine’s Development Office. For the past 20 years, Mr. Seminsky has served both as a front-line fundraiser and consultant, partnering with over 150 academic medical and higher education institutions to maximize their work in major and planned giving, planned gift programs, and campaign implementation and management.

Previously, Mr. Seminsky served in senior leadership at two of the country’s largest academic medical institutions, Mount Sinai Health System in New York City and the University of Miami Health System in Miami, Florida, leading major, principal, and annual gift programs during two $1.5 billion comprehensive campaigns. He was also Associate Vice President of IDC, a leading consulting firm specializing in campaign programs, major and principal giving, and board relations.

Mr. Seminsky holds a Bachelor of Arts degree from Washington & Jefferson College and a Master of Science degree from Indiana University of Pennsylvania.

Leadership

Please visit http://www.einstein.yu.edu/administration/dean/ to learn about The Marilyn and Stanley M. Katz Dean, Allen M. Spiegel, M.D., the Executive Dean, Edward R. Burns, M.D., as other senior administration. Please visit http://www.einstein.yu.edu/administration/board/ for a list of the Board of Overseers.

Education

Albert Einstein College of Medicine offers one of the nation’s largest programs for medical education. During the 2015-2016 academic year, the College of Medicine is home to 731 M.D. students, 193 Ph.D. students, 106 students in the combined M.D.-Ph.D. program, and 278 postdoctoral research fellows at our Belfer Institute for Advanced Biomedical Studies. More than 9,000 Einstein alumni are among the nation’s foremost clinicians, biomedical scientists and medical educators. When the medical school opened its doors in 1955, the New York Times was already noting that “the new medical school’s distinguished and talented faculty assured the institution of a place in the ranks of the great medical schools in the world.”
Among its pioneering educational initiatives, Einstein was one of the first major medical schools to integrate bedside experience with learning, bringing first-year students into contact with patients and linking classroom study to case experience. Einstein also led the way in the development of bioethics as an accepted academic discipline in medical school curricula, was the first private medical school in New York City to establish an academic department of family medicine, and was the first to create a residency program in internal medicine with an emphasis on women’s health.

**Research**

While education is at the heart of Einstein’s mission, it is biomedical research that drives the College of Medicine’s growth. The College of Medicine has more than 2,000 full-time faculty members located on its Jack and Pearl Resnick campus and at its clinical affiliates.

Long a national leader in biomedical research support from the Federal government, Einstein received $148 million in funding from the National Institutes of Health during 2015. In addition, the NIH funds major research centers at Einstein in aging, intellectual development disorders, diabetes, cancer, clinical and translational research, liver disease, and HIV/AIDS. Other areas of focus include developmental brain research, neuroscience, cardiac disease, and initiatives to reduce and eliminate ethnic and racial health disparities.

Einstein was the only New York City institution selected to participate in the Federal government’s landmark Women’s Health Initiative, and is one of only four sites nationwide in a large-scale study of the health status of the Hispanic/Latino community in the Bronx, supported by the NIH.

**Affiliations**

The College of Medicine’s partnership with Montefiore Medical Center, its University Hospital and academic medical center, includes four jointly run Centers of Excellence and is further strengthened by the dual appointments of faculty and physicians across both institutions – enhancing synergy and collaboration in research, teaching and patient care. This partnership allows for an increasing focus on bench-to-bedside research, through which discoveries in Einstein’s laboratories lead to therapies and treatments for patients on an accelerated timetable.

Through its affiliations with Montefiore; Jacobi Medical Center, its founding hospital; and five other hospital systems in the Bronx, Manhattan, Long Island and Brooklyn, the College of Medicine runs one of the largest residency and fellowship training programs in the medical and dental professions in the United States.

In addition to Montefiore and Jacobi, Einstein medical students may rotate through clinical clerkships at Bronx-Lebanon Hospital and St. Barnabas Hospital in the Bronx, Beth Israel Medical Center in Manhattan, North Shore-LIJ Health System on Long Island, and Maimonides Medical Center in Brooklyn. The broad geographical reach of Einstein’s residency programs is a distinction unique among New York City medical schools.
Preparing for the Future

Looking to the future, the College of Medicine embarked on a major expansion program that effectively doubled the size of its campus. Central to this expansion, and a critical part of Einstein’s campus master plan, was the June 2008 opening of the Michael F. Price Center for Genetic and Translational Medicine and the Harold and Muriel Block Research Pavilion, a 223,000 square-foot biomedical research building that houses 40 laboratories. These new state-of-the-art facilities bring together world-class scientists and the most advanced cutting-edge technology to facilitate the “translation” of discoveries at the molecular level to the actual treatment, cure and prevention of disease.

The College of Medicine is a nonsectarian institution, which from its inception has welcomed students of all creeds and races — an attribute that Dr. Einstein took great pride in when consenting to the use of his name in conjunction with the medical school.

KEY RESPONSIBILITIES

Key responsibilities include:

- Annually develop a comprehensive strategic plan that integrates all annual giving and alumni relations initiatives;
- Set and achieve aggressive goals regarding funds raised, donor retention, patient and alumni participation;
- Increase annual fund restricted and unrestricted gifts during an anticipated comprehensive campaign;
- Design a comprehensive alumni relations strategy and implementation plan for creating meaningful engagement with Albert Einstein College of Medicine alumni;
- Develop deep understanding of giving patterns and opportunities among Montefiore and Einstein’s constituencies and create strategy to recruit, develop, solicit, and retain an ever-increasing pool of consistent annual donors;
- Collaborate and create strategies for cultivation, solicitation and stewardship of alumni, physicians, former residents and post-doctoral fellows, medical and graduate students, friends and trustees through direct marketing, electronic communications, and relationship management;
- Integrate alumni relations and annual fundraising to ensure that alumni relations investment and programs produce optimum returns in terms of donor acquisition, retention and dollars raised;
Work closely with the Director of Development and Major and Principal Gifts to qualify and elevate annual fund donors for major gift cultivation and solicitation;

Employ a data-driven decision-making model using predictive modeling, marketing research and best practices;

Conduct regular assessment of annual fund performance through detailed, statistical analysis of the donor pool, response rates and ROI;

Carefully segment donor populations, creating unique strategies by constituency and testing themes and messages to optimize overall results as necessary;

Build collaborate partnerships with Montefiore and Einstein faculty, physicians, research investigators and volunteer affinity groups;

Plan and monitor all budget expenditures on a regular basis throughout the year, develop budget, quarterly projections, and long-term revenue and expenditure projections.

**IDEAL EXPERIENCE & QUALITIES**

The ideal candidate for this role will have the professional experience necessary to effectively meet the responsibilities listed in the preceding section. Expected experience and personal qualities include:

- Passion for science and medicine and personal integrity necessary to effectively support and steward partnerships with scientists, volunteers, donors, and prospects;

- Experience and strong working knowledge of all aspects of annual fund and alumni relations programs;

- Demonstrated experience in developing an annual strategic plan reflecting sophisticated understanding of effective marketing techniques for both broad-based and highly segmented alumni and patient audiences at all ages and life stages;

- Record of establishing effective partnerships with faculty and staff, current students, parents, alumni and non-alumni patient and community donors in a manner that generates excitement, facilitates action, deepens commitment, and increases support;

- Possess innate and emotional intelligence, creativity, confidence and ability to apply the experience of traditional annual giving and alumni relations programs to a dynamic, enterprise with an emerging, not yet fully developed alumni and grateful patient donor constituency;

- Optimistic and tenacious while being comfortable with ambiguity;
- Agile to shift focus when priorities rapidly change combined with affirmative management and team-oriented skills;

- Experience in market research, program analysis, predictive modeling, and familiarity with metrics in annual giving and alumni relations;

- Knowledge of promotional communication strategies via social media, e-mail, and other web platforms is preferred;

- Proven track record within a complex, research-intensive multi-unit institution;

- Bachelor’s degree required; an advanced degree desired.

**IMPORTANT AND REPORTING RELATIONSHIPS**

Reporting to the Executive Director of Development, Montefiore Medicine (Mr. Albert S. Seminsky, Jr.), the Director of Annual Programs and Alumni Relations. S/he will have a team of three: Director of Development; an Associate Director of Development; and an Assistant Director of Development Associate Directors of Annual Programs and Alumni Relations.

**COMPENSATION & BENEFITS**

The Director of Annual Programs and Alumni Relations compensation and benefits package will be competitive and commensurate with the selected candidate’s background and experience.

**CONFIDENTIAL INQUIRIES & HOW TO APPLY**

Montefiore Medicine and Albert Einstein College of Medicine have retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS [www.glfreeman.com](http://www.glfreeman.com) is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send confidential inquiries and applications directly to FPS via e-mail: [Einstein-AnnProgAlumRel@glfreeman.com](mailto:Einstein-AnnProgAlumRel@glfreeman.com). To be fully considered, applications must include: an up-to-date resume and a formal letter of interest that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is desired. Additional materials and information including professional references will be requested during the search and interview process.

Montefiore Medicine is an equal opportunity employer dedicated to a diverse workplace free of any forms of harassment.
MISSION, VISION AND VALUES
Montefiore Medical Center's mission, vision and values guide its pursuit of clinical excellence—breaking new ground in research, training the next generation of healthcare leaders, and delivering science-driven, patient-centered care.

Mission
Montefiore and Einstein’s mission is to heal, to teach, to discover and to advance the health of the communities they serve. Montefiore builds upon a rich history of medical innovation and community service to improve the lives of those in their care. This shared mission is exemplified in exceptional, compassionate care and dedication to improve the well being of those they serve.

Vision
To be a premier academic medical center that transforms health and enriches lives. Through enduring partnership with Albert Einstein College of Medicine, MHS combines clinical care with research to deliver the most current treatments available to patients. Together, with state-of-the-art treatment and facilities and the highest ethical standards, Montefiore and Einstein are challenging the limits of medicine.

Values
Values define the philosophy of care at MHS. They shape actions and motivate and inspire MHS to pursue excellence and achieve the goals set forth for the future. MHS values include:

- **Humanity:** Physicians, nurses and other clinical and support staff serve with extraordinary care and compassion. These attributes are rooted in a rich history that began more than 125 years ago when Montefiore was established to care for patients with debilitating and chronic illnesses. MHS sees patients as people first, with a set of values, beliefs and experiences that shape their needs and care.

- **Innovation:** An innovative delivery system, research endeavors and use of technology to improve how care is provided are fundamental to success. Together, Montefiore and Einstein advance clinical and translational research to facilitate the transformation of new discoveries into treatments and therapies that benefit patients. They are never satisfied with the status quo and are always challenging themselves to elevate to a new level of patient care.

- **Teamwork:** At Montefiore, a collaborative approach ensures a culture of participation, learning and respect. They build on the knowledge and specialized expertise of all disciplines, which contribute vital insights and new perspectives in pursuit of a common goal. By bringing together multidisciplinary teams and involving patients and their families throughout the treatment process,
MHS improves the quality of patient care, enhances patient safety and provides the broadest range of expertise possible.

- **Diversity**: MHS embraces a diverse workforce and community, knowing that it is an intrinsic part of who they are. Montefiore is proud of its heritage, serving residents of the Bronx, and the surrounding New York metropolitan area, as well as patients from across the nation and around the globe. Different backgrounds bring new contributions to patient care and medical advances. They seek to recruit and retain candidates with a breadth of experiences and backgrounds.

- **Equity**: MHS actions are the result of a deep belief in fairness to those served. They are committed to offering access to vital programs and exceptional care to all patients regardless of social or economic status, ethnicity, creed, gender, and sexual identity. Montefiore also advocates for government policies that ensure equitable access to all care – both primary and advanced specialty care.

### MONTEFIORIE OVERVIEW

#### Commitment to Excellence

As an academic medical center, University Hospital for Albert Einstein College of Medicine and Montefiore Medical Center is nationally recognized for clinical excellence – breaking new ground in research, training the next generation of healthcare leaders, and delivering science-driven, patient-centered care.

#### Enduring Mission and Distinguished History

The mission of Montefiore is to heal, to teach, to discover and to advance the health of the communities served. From its beginning in 1884, as a facility for the care of patients with tuberculosis and other chronic illnesses, to the new millennium, Montefiore has been at the forefront of patient care, research and education and steadfast in commitment to its community.

#### Leadership

The leaders of Montefiore Medical Center exhibit a deep knowledge of their professions and of the organization. With an unwavering dedication to Montefiore's mission, vision and values, executives and clinical chairs have transformed the state of healthcare in order to benefit patients in the New York metropolitan region and around the globe. Exhibiting and upholding the highest standards of excellence, they inspire their teams and associates to continually advance Montefiore and medicine. Their strategic vision and implementation have resulted in Montefiore's growth as a leading academic medical center and an integrated healthcare delivery system. For a list of senior leaders, please visit [http://www.montefiore.org/about-leadership](http://www.montefiore.org/about-leadership).

#### Board of Trustees

Montefiore's fiduciary board is comprised of dedicated business, community, and philanthropic leaders. Please visit [http://www.montefiore.org/about-board-of-trustees](http://www.montefiore.org/about-board-of-trustees).
Services
MHS provides coordinated, compassionate and leading-edge care designed to reach people when and where they need it most. Through highly integrated teams of physicians, nurses, social workers, mental health professionals and other caregivers, they have created an innovative, seamless system of care focused around the patient.

APPROACH TO PATIENT CARE

Notable Centers of Excellence
At the intersection of Einstein science and Montefiore medicine is a commitment to scientific inquiry. This commitment has resulted in the creation of the Montefiore-Einstein Centers of Excellence in cancer care, cardiovascular services, transplantation and children's health, where nationally recognized investigators and multidisciplinary clinical teams collaborate to develop and deliver advanced, innovative care.

Advanced Specialty and Surgical Care
MHS offers advanced, multidisciplinary care across specialties, delivering one standard of excellence for all. Interventions are designed to help patients understand and manage their illness, advocate for their health, access the right treatments and receive the vital social support they need to flourish. On multiple fronts, Montefiore is developing more effective and less invasive approaches to complex problems from procedures to repair diseased hearts, protocols to treat complex cancers and medical devices designed to meet the needs of growing children.

Primary Care
With nearly 50 primary care locations throughout the New York metropolitan area, MHS focuses on accessible, patient-centered primary and preventive care provided by leading physicians in the areas of family and internal medicine, pediatrics, obstetrics and gynecology, and a team of experts in nursing, health education, nutrition and pharmacy.

Providing Care Without Walls
Montefiore combines its deep commitment to the community with nationally renowned expertise to reach people in locations most convenient for them. Through Montefiore's School Health Program (MSHP), Primary Care at Home programs, mobile medical and dental health vans and health education initiatives, Montefiore provides primary care services in non-traditional settings. Through the formation of highly integrated teams of physicians, nurses, social workers, mental health professionals, care managers and other caregivers, they provide care around the patient, when and where they need it.

Comprehensive Care Management
Since 1996, Montefiore has developed advanced models of care management to help patients, especially those with chronic diseases such as diabetes, heart failure and mental illness, achieve better health and improved wellbeing in a cost effective way. Montefiore goes beyond fragmented fee-for-service payments, assuming total responsibility for the quality and costs of care for some of their sickest patients.

Through CMO, Montefiore Care Management, MHS use global prepayment or similar strategies to manage care for 200,000 individuals over the full continuum of care, including hospital care, rehabilitation, outpatient care, professional services, home care, mental health counseling, community-based services, remote patient monitoring and many other programs.
Leadership in coordinating care across multiple settings has earned MHS federal recognition from the Centers for Medicare and Medicaid Services as a Pioneer Accountable Care Organization. Montefiore's ACO is one of only 32 organizations in the nation, as well as the only one in New York State, to operate under this new model of providing Medicare beneficiaries with higher quality care, while reducing expenditures through enhanced care coordination.

**AWARDS & RECOGNITION**

Montefiore is an established leader in superior healthcare services. As such, national publications, industry associations and organizations that rank the country’s top physicians and hospitals consistently recognize them. Below are a few of the honors Montefiore has received for excellence in the areas of patient satisfaction, quality clinical care, outcomes, exceptional doctors and more:

**U.S. News & World Reports "America's Best Hospitals"**
- Montefiore placed among the top hospitals both regionally and nationally in *U.S. News & World Report's “America's Best Hospitals” 2016-2017*. Ranked nationally in Cardiology and Heart Surgery, Diabetes and Endocrinology, and Neurology and Neurosurgery. Montefiore was also recognized as "high performing" in nine additional specialties: Cancer; Ear, Nose and Throat; Gastroenterology; Geriatrics; Gynecology; Nephrology; Orthopedics; Pulmonology and Urology.
- The Children's Hospital at Montefiore is consistently recognized among the nation’s best children’s hospitals and top hospitals nationally by *U.S. News & World Report*.

**The Joint Commission Gold Seal of Approval**
- Montefiore has earned The Joint Commission’s Gold Seal of Approval. This comprehensive evaluation measures the quality and safety standards of the hospital. The Joint Commission organization looks at the safety of patients, effectiveness of the treatment provided, and the environment of care. The Joint Commission is an independent, nonprofit organization and is the nation’s universally accepted standards-setting and accrediting body in healthcare.

**Montefiore Physicians on New York Magazine's Best Doctors**
- Montefiore physicians across many specialties are named in *New York* Magazine's Best Doctors. This annual ranking identifies the top doctors in New York City, Westchester County, Long Island, and portions of New Jersey and Connecticut.