

Employment Opportunity

# Vice President of Business Development & Alumni Engagement at Graduate School of Banking

Madison, WI



**Graduate School of Banking**  
at the University of Wisconsin – Madison

Please apply on our website:

<https://www.qtigroup.com/job-posting/vp-business-development-alumni-engagement/BH255211711>

# ABOUT THE ORGANIZATION



Since 1945, the **Graduate School of Banking at the University of Wisconsin–Madison** (GSB) has been educating professionals and creating leaders in the financial industry. GSB currently offers a variety of programs for financial professionals across all functional areas.

When a financial professional chooses to attend the nation's most comprehensive and respected banking school, they'll benefit from a curriculum that is uniquely tailored to meet the professional development needs of today's banking leaders. GSB's in-depth courses and learning environment are designed to help professionals understand and address complex challenges in the financial services industry. Students are actively involved in the learning process through bank simulations, computer labs, intersession projects, case studies, and unparalleled networking with peers. GSB instructors are widely recognized experts and teachers. Many are bankers, former bankers, economists, and industry consultants who bring real-world business savvy and practical, illustrative examples to the classroom. Since its inception, more than 23,000 bankers have graduated from a GSB educational program, with many going on to positions of leadership in their organization, community, and financial industry.

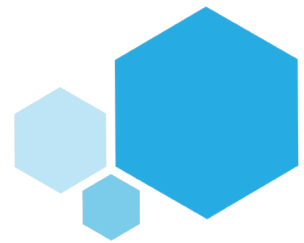
GSB works with approximately 30 state banking associations and other respected regional and international organizations that assist in supporting and promoting GSB educational programs to their members. Each year, GSB hosts approximately 800 financial professionals for in-person educational programs listed above on the UW-Madison campus, along with another 3,000 professionals via the GSB Online Seminar Series. This ranks GSB as one of the top advanced management educational providers in the country.

GSB's affiliation with the University of Wisconsin-Madison, home to one of the top 15 business schools in the country, gives students access to world-class facilities and a vibrant campus community. GSB students come from around the world, from banks large and small, and with a wide variety of backgrounds and experience, who share a passion for excellence and a desire to improve their banks and their careers.

The Herbert V. Prochnow Educational Foundation (PEF) was established in 1983 as a supporting organization to the Graduate School of Banking.

GSB and PEF are both 501(c)(3) not-for-profit organizations. It is governed by a Board of Trustees comprised of the managing executive officers of the eighteen states that are members of the Central States Conference of Bankers Association. In addition, the Dean of the Wisconsin School of Business serves on the board along with several bank and faculty representatives.

# ABOUT THE OPPORTUNITY



**Graduate School of Banking** is seeking an innovative and collaborative leader to serve as **VP of Business Development & Alumni Engagement**. This role will drive the growth of the GSB by leading initiatives in enrollment growth, customer outreach, alumni engagement, sponsor acquisition, and strategic partnerships. The role also focuses on increasing the visibility of GSB, enhancing the school's reputation, and diversifying the student body.

## **Specific Responsibilities:**

- Serve as a member of the GSB Leadership Team.
- Lead and execute alumni engagement strategies to strengthen GSB's alumni network and foster ongoing relationships with prospective students.
- Contribute to a student-first culture that focuses on customer service.
- Focus specific efforts to reach top customers, top former customers, and high-potential prospects.
- Direct targeted efforts to increase enrollment, including women and minorities.
- Utilize social media to drive alumni, student, and prospective student engagement.
- Assist in developing the GSB/PEF strategic plan, especially as it relates to the organization's marketing, communications, sponsor relations, and outreach efforts.
- Shape messaging and branding strategy to execute high-impact marketing initiatives.
- Secure sponsors for Graduate School of Banking and specialty schools, if appropriate, to meet targeted revenue.
- Prepare and deliver presentations to GSB constituent groups, including Trustees, alumni, current students, faculty, industry events/conferences, and prospective customers and their respective organizations.
- Create and cultivate close working relationships with primary contacts at sponsoring associations/organizations to assist in promoting co-sponsored educational programs and awarding GSB/PEF scholarships.
- Secure sponsorships and opportunities for visibility at state, national, and international financial industry conferences and events to showcase GSB educational programs. Includes frequent attendance at industry events as GSB's onsite representative.
- Public speaking in front of large groups at conferences is required.
- Collaborate with marketing to source digital media content and maximize engagement with alumni, students, and prospects.

- Assist with hosting constituents and guests attending GSB programs and events. Individuals may include attendees, sponsors, association staff, GSB boards or committee members, prospective students, faculty, representatives from current or prospective partnering organizations and representatives from other Schools or Universities.
  - As a subset of this responsibility, work with Class Officers and State Club Networking Event contacts to support their functions during the annual Graduate School of Banking program
- Work closely with the President & CEO in identifying possible state, national, and international partnerships for GSB outreach efforts. Once established, serve as the primary contact for partner organizations.
- Collaborate with the President & CEO to support the GSB Banker Advisory Board. Keep the group updated on enrollment and marketing activities, attend BAB meetings, oversee the Banker Advisory Board scholarship program, and target outreach from Banker Advisory Board members to current and prospective students and other industry leaders.
- Attend GSB/PEF Trustee board meetings as requested by the President & CEO.
- Attend GSB Curriculum Advisory Committee meetings.

### **Desired Qualifications**

- Bachelor's degree in business, marketing, communications, or related field, or an equivalent mix of relevant training and experience.
- Minimum of 8 years of experience in business development, marketing, project management, or similar roles, with a proven track record in securing partnerships and driving organizational growth.
- Experience in higher education, banking, or financial services preferred.
- Good computer skills and experience with Microsoft Office, customer or relationship databases, and social media platforms with a demonstrated ability to produce and analyze various business and marketing reports.
- Travel and public speaking required.

# APPLICATION & SELECTION PROCESS



**Graduate School of Banking** has exclusively retained **The QTI Group** to lead the search for its **VP of Business Development & Alumni Engagement**. The QTI Group is a comprehensive human resources advisory services firm founded in 1957. QTI is headquartered in Madison, WI.

**Compensation:** The position offers a salary range of \$90,000 to \$110,000, based on experience and qualifications.

**Employee Benefit Highlights:** Comprehensive benefits package includes generous employer contribution toward family health insurance premiums and HSA account; 100% employer-paid Dental, Vision, and Life insurance. Affordable group rates for Dependent Life and Long-Term Disability insurance are available, and a substantial 401(k) employer contribution of up to 10%.

**Working Conditions:** While there is flexibility to work remotely, there is an expectation to be on-site for key meetings, events, and programs as needed. Frequent travel (up to 40%) is required, primarily domestic travel, with occasional international travel.

**For more information, please contact:**

**Brooke Hintze**

Executive Search Consultant

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608-257-1057

**Apply Online:** <https://www.qtigroup.com/job-posting/vp-business-development-alumni-engagement/BH255211711>

**Application Deadline:** Until filled.

*The Graduate School of Banking is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.*

# ABOUT MADISON, WI



The position is located in Madison, Wisconsin. Madison anchors a thriving economic region of over 536,000 residents, which includes the state capital, a world-class research university the University of Wisconsin - Madison, and growing technology and research industries. Madison earned the number one spot on [Livability's "Best Place to Live in America"](#) for both 2021 and 2022.

Madison is a rare combination of thriving businesses, progressive government, rich culture and advanced education - all in a setting of rare natural beauty. Surrounded by five lakes, laced with bike trails, and enlivened with numerous parks and green spaces, the area offers countless opportunities to enjoy a balanced lifestyle in a dynamic Midwestern city.

Watch this [short video](#) to capture the true essence of Madison, WI or for more information on life in the Madison area, please visit: <https://www.visitmadison.com/media/fun-facts/>.