



# Vice President, Corporate Campaign Development

## Leadership Profile

Summer 2025

*Prepared by Ashley Buderus, Melissa Fincher & Maya Holt-Brockenbrough, Ph.D.*



## Executive Summary

United Way of Metropolitan Dallas (UWMD) seeks a strategic, relationship-oriented leader to serve as Vice President, Corporate Campaign Development (Vice President). This is an exciting opportunity to join a century-strong, future-focused organization driving meaningful impact in education, income, and health—three critical building blocks for opportunity and equity in North Texas. As UWMD celebrates its Centennial and advances its bold *Aspire United 2030* strategy, this role will play a central part in ensuring that corporate philanthropy fuels a stronger, more equitable region for all.

UWMD is a social change organization leading the charge to improve access to education, income, and health in North Texas. UWMD works closely with CEOs of locally headquartered Fortune 500 companies, as well as with leading civic, foundation, and philanthropic partners. Together and united with the community, UWMD creates meaningful impact and opportunity for over 1.6 million North Texans each year centered around three pillars: education, income, and health.

Reporting to the President & CEO, the Vice President will lead and manage the Corporate Account Executive (CAE) team, stewarding a robust portfolio of corporate partnerships and workplace giving campaigns. This role is responsible for growing philanthropic revenue by cultivating new and existing corporate relationships, aligning donor strategies with UWMD's community impact goals. Key responsibilities include campaign planning, strategic prospecting, data-driven decision-making, and KPI accountability. The Vice President will

collaborate closely with peers across major gifts, volunteer engagement, marketing, and community impact to deliver a cohesive, high-impact donor experience.

This is a highly visible leadership role with significant opportunity to influence how the corporate sector engages with one of the most trusted and effective nonprofit brands in North Texas. In FY24, nearly 40% of UWMD's revenue came from corporate support, and more than 17,000 hours of employee volunteer time were donated by partners—highlighting the scale and momentum of this work. The Vice President will help guide that momentum, ensuring corporate giving not only grows, but deepens its alignment with UWMD's mission to create lasting change.

Strong candidates will bring at least five years of experience in nonprofit fundraising, corporate development, or business-to-business sales. Demonstrated success in managing teams, cultivating partnerships, and achieving revenue goals is essential, along with a high level of CRM proficiency and comfort navigating data-driven strategy. A bachelor's degree is required (master's preferred). Above all, candidates should bring a collaborative, mission-aligned mindset and a deep passion for community impact.

This is a full-time, on-site position based in Dallas, Texas.

Interested individuals should refer to the "Procedure for Candidacy" section for application details.

## Organization Overview

United Way Metropolitan Dallas (UWMD), a social change organization leading the charge to improve access to education, income, and health in North Texas. UWMD works closely with CEOs of locally headquartered Fortune 500 companies, as well as with leading civic, foundation, and philanthropic partners. Together and united with the community, UWMD creates meaningful impact and opportunity for over 1.6 million North Texans each year centered around three pillars: **education, income, and health.**

As UWMD celebrates its **Centennial year**, the organization is building on a century of leadership with renewed energy and bold goals for the future. Guided by the **Aspire United 2030** strategy, UWMD brings together individuals, nonprofits, and companies to create lasting, measurable change across the region. To learn more about UWMD's impact in the region, view the 2024 Impact Report online <https://unitedwaydallas.org/impact-report/>.

The corporate community plays a central role in this movement. In fiscal year 2024, **corporate contributions made up 39% of total revenue**, the largest share of philanthropic support. From strategic sponsorships to employee volunteerism, businesses partner with UWMD to activate purpose, strengthen communities, and advance equity.

At the core of this engagement is a **robust and dynamic workplace giving program**, which connects employees to the mission in meaningful ways. Through these campaigns, thousands of North Texans contribute their time and resources—fueling impact that goes far beyond the workplace. In the past year alone, corporate volunteers gave more than **17,600 hours of service** to community initiatives led by UWMD and its partners.



### MISSION

For 100 years, we have united the community to create access and opportunity for all North Texans to thrive.

We believe in the power of unity to bring about lasting change. Together with our committed change-seekers, we're mobilizing a movement to ensure all our neighbors have access to education, income and health—the building blocks of opportunity.

### VISION FOR NORTH TEXAS

We aspire to a North Texas in which all students graduate high school prepared to succeed in college or career, all families are financially stable, and all our neighbors have access to the tools and resources needed to live longer, healthier lives.

### Why Education, Income and Health?

Education, income and health are essential to ensure every North Texan can thrive. At every stage of life, these three factors determine which doors will open and which opportunities will exist for individuals and their families.

Unfortunately, not all North Texas enjoy access to necessities like quality education, a good-paying job and affordable healthcare. That's why United Way of Metropolitan Dallas works to ensure all our neighbors have access to education, income and health.

- **Education:** Education can chart a child's future, opening doors and setting students up for a lifetime of success. Access to education is also closely linked with our other focus areas—income and health—because educational achievement leads to higher incomes, which in turn improves access to health. That's why United Way of Metropolitan Dallas leads and invests in programs that improve access to education so all North Texas students are prepared for the careers of tomorrow.
- **Income:** Financial stability shapes lives. It impacts nearly every part of a person's life, including education and health, enabling a family to plan for the future, access quality health care and support their children's success in school. At United Way of Metropolitan Dallas, they recognize the importance of financial stability, and they lead and invest in programs that ensure their North Texas neighbors can get and keep better jobs, reduce debt, and build their savings.
- **Health:** Good health is the foundation on which North Texans of every age thrive. Access to health is closely linked with the other focus areas—education and income—because overall well-being affects everything from how well a child can learn to how much an adult will earn. That's why at United Way of Metropolitan Dallas, they lead and invest in programs that improve access to health for all North Texans.

### Aspire United 2030 goals

Goal Area	Target	Description
Education	50%	Increase by 50% the number of students reading on grade level by third grade by the year 2030.
Health	96%	Increase to 96% the number of North Texans with access to affordable health care insurance.
Income	20%	Increase by 20% the number of North Texas young adults who earn a living wage by 2030.

Children who enter school ready to learn are more likely to read proficiently by 3rd grade.

Students who read proficiently by 3rd grade are 5x more likely to graduate from high school ready for college or career.



Financially stable adults can cover the costs of healthcare, helping them lead longer, healthier lives.

College graduates earn up to \$36,000 more a year, enabling them to save for the future.

## Team

As United Way of Metropolitan Dallas (UWMD) enters its second century of transformative community impact, the organization is guided by a strategic and mission-driven leadership team that sets a national standard in innovation, collaboration, and results. UWMD brings together corporations, civic leaders, nonprofits, and individual donors to drive measurable progress across North Texas—focusing on education, income, and health.

Incoming team members will join a forward-thinking, purpose-driven leadership group committed to creating opportunity and access for all North Texans.

### Jennifer Hilton Sampson



#### McDermott-Templeton President & Chief Executive Officer

Jennifer Hilton Sampson is the McDermott-Templeton President & CEO of United Way of Metropolitan Dallas, the largest social change organization focused on improving access to education, income and health in North Texas. Jennifer’s vision for United Way includes integrating emerging fundraising markets, strategically incorporating innovative uses of technology, and strengthening collaborative partnerships throughout the region.

Since her appointment as CEO and president in 2011, Jennifer has built community confidence in United Way’s mission and impact priorities and achieved unprecedented results in resource development. This catalytic approach to philanthropy is yielding organizational capacity, strategic value and efficiency for the donor community, while creating lasting social change.

A committed community advocate, Jennifer has served in leadership roles for numerous organizations in North Texas throughout her career. She serves on the local boards of the Commit! Partnership, City Year Dallas, The Hockaday School and the Business and Community Advisory Council of the Dallas Federal Reserve Bank. She is a member of the Young President’s Organization, the International Women’s Forum Dallas, the Dallas Assembly and the Dallas Charter 100. Jennifer is also a sustaining member of the Junior League of Dallas. Jennifer was named Woman of the Year by the Women’s Council of Dallas County and a Distinguished Alumnus by Dallas Regional Chamber Leadership Dallas and was recognized as one of the youngest recipients of the Baylor Distinguished Alumni Award. Jennifer and her husband, Edward, have one son, Hilton.

### Senior Leadership Team

UWMD’s executive team drives its strategy, culture, and day-to-day operations:

**Rebecca Billings**, Chief Financial Officer and Interim Chief Resource Development Officer  
**Susan Hoff**, Chief Strategy and Impact Officer

**Kathleen Larkin**, Chief People Officer  
**Cynthia Round**, Chief Brand Strategist

This collaborative team supports the advancement of UWMD’s Aspire United 2030 goals, working across sectors to strengthen the organization’s impact and visibility.

### Board of Directors

UWMD’s Board is composed of C-suite leaders from top companies and institutions in North Texas—including PepsiCo, Comerica, Vistra Energy, Arcosa, Deloitte, EY, AT&T, Kimberly-Clark, and JPMorgan Chase. Board members provide governance, strategic guidance, and community leadership in support of UWMD’s mission.

# Position Summary

## Reporting Relationships

Reporting to the President & CEO, direct reports include corporate account executives.

## Overview

The Vice President, Corporate Campaign Development leads the growth and development activities of the Corporate Account Executive team. This position plays a crucial role in executing the Growth Strategy that drives Corporate and Employee Giving to support the Community Impact work of United Way of Metropolitan Dallas (UWMD). This role is accountable for the expansion of corporate development aligned to UWMD Growth Strategy -- generating philanthropic revenues, stewarding and maintaining existing, company and employee relationships, and developing new corporate relationships in alignment with corporate philanthropic objectives. This position is responsible for the leadership, development, goal attainment, and KPI management of the Corporate Account Executive (CAE) team, inclusive of portfolios, utilization of Customer Relationship Management (CRM) system, and the development of new accounts.

The Vice President, Corporate Campaign Development is expected to be experienced in establishing and growing new and existing corporate partnerships. A passionate fundraiser adept at prospecting, data analysis, establishing and measuring success metrics to significantly contribute to the overall success of UWMD and deliver on the philanthropic goals of new and existing corporate partnerships.

This position will collaborate with Senior leadership and Resource Development team leaders responsible for Leadership Societies and Major Gifts. In addition, this position and the CAE team will work with Marketing, Volunteer Engagement, Events Management and Customer Relationship Management in delivering on corporate engagements and Workplace campaigns.

As an integral member of the larger UWMD Resource Development Department, the Vice President, Corporate Campaign Development is accountable for developing, managing, and executing corporate and business fundraising programs.



## Essential Position Responsibilities

### Corporate Partnership Development

- Identify, evaluate, cultivate, and solicit new corporate partnership opportunities, as well as renew existing partnerships.
- Stewardship of new and existing relationships with corporate partners.
- Manage and grow the CAE Team's portfolio of accounts to achieve long-term success of UWMD Community Impact in supporting nonprofit partners to drive lasting change and equity in education, income and health.
- Grow new philanthropic revenues with existing partners.

### Strategic Collaboration

- Identify and partner across Resource Development and Community Impact (CI) Leaders on proposals to secure funding for Major Gifts, campaigns and CI Programs.
- Develop Corporate Development strategies using account information, market data, and industry fundraising results.

### Data, Insights & Reporting

- Ensure the appropriate collection and management of data to facilitate reporting of key performance indicators and metrics by specific segmentations and revenue streams.
- Ensure accurate records and reports using CRM systems while leveraging technology to improve fundraising outcomes.
- Monitor and analyze trends and developments in the philanthropic landscape to identify potential risks and opportunities.

### External Representation

- Represent the organization at corporate functions and events.
- Convey UWMD goals, values, and achievements to external stakeholders.



## Candidate Qualifications

### Education/Certification

- Bachelor's degree required, preferably in Business, Finance, Communications, Nonprofit Management, or related field.
- Master's degree preferred.

### Knowledge and Work Experience

- Five or more years of nonprofit development, business development, and/or sales.
- Proficiency in CRM systems.
- Valid driver's license required.

### Key Leadership Skills and Competencies

- **Mission-Focused:** Passion for creating real social change that leads to improving lives in the community.
- **Relationship-Oriented:** Ability to communicate effectively to develop, grow and sustain productive relationships that advance the mission and support of UWMD.
- **Results-Driven:** Dedicated to delivering on measurable goals; creating, resourcing, scaling, and leveraging strategies and innovations for broad impact. Responsible for measured revenue contribution from existing and new corporate partners.
- **Highest Ethical Standards:** Stewards strong trusting relationships through actions, behaviors, and decisions on behalf of UWMD donors. Must be transparent and align with organizational goals.



## The Community



### Dallas, Texas

Dallas, founded in 1841 and incorporated in 1856, is the third largest city in Texas and the ninth largest in the U.S. It spans over 340 square miles and anchors the 12-county Dallas–Fort Worth metro area—home to more than 6.1 million people. The region includes vibrant neighboring communities like Plano, Irving, Arlington, and Grand Prairie.

As the leading business and financial hub of the Southwest, Dallas offers unparalleled career opportunities across a wide range of industries. It's home to 22 Fortune 500 companies, including American Airlines, Texas Instruments, and AT&T, as well as major operations in tech, finance, healthcare, logistics, and manufacturing. The city's thriving Telecom Corridor and proximity to Dallas/Fort Worth International Airport—one of the world's busiest—further boost its global connectivity and economic strength.

Dallas consistently ranks among the top U.S. cities for business, careers, and corporate relocation. Major companies continue to invest in the region, drawn by its pro-business climate, educated workforce, and cost-effective real estate.

Residents enjoy a high quality of life, with:

- A diverse and growing job market
- Affordable housing compared to other major metros
- An internationally diverse population that enriches the city's culture, food, and community life
- A booming arts and culture scene, from the Dallas Arts District to Fort Worth's acclaimed museums and music venues
- World-class shopping and dining, with more shopping centers per capita than any other U.S. city and a dynamic culinary landscape

The region is also home to several major universities, including SMU, University of Texas at Dallas, and Texas Christian University—fueling innovation, research, and a strong talent pipeline.

For outdoor lovers, Dallas offers hundreds of parks, miles of trails, lakes, and green spaces such as White Rock Lake, the Katy Trail, and the Trinity River Corridor. Families will find excellent public and private schools, recreational activities, and year-round events.

Dallas/Fort Worth is one of only a few metro areas to host all five major U.S. sports leagues, alongside NASCAR, rodeos, golf, and NCAA sports. Entertainment options range from Six Flags Over Texas to botanical gardens, zoos, and live music festivals.

## Procedure for Candidacy



Please direct all nominations and resumes to the WittKieffer consultants supporting this search, Ashley Buderus, Melissa Fincher and Maya Holt-Brockenbrough, via email to [unitedwaydallas\\_VPCCD@wittkieffer.com](mailto:unitedwaydallas_VPCCD@wittkieffer.com). Application materials and inquiries can also be sent through WittKieffer’s Candidate Portal, [accessed here](#). The consulting team supporting this search includes:

**Ashley Buderus**

Consultant

[abuderus@wittkieffer.com](mailto:abuderus@wittkieffer.com)

630.575.6174

**Melissa Fincher**

Principal

[mfincher@wittkieffer.com](mailto:mfincher@wittkieffer.com)

614.659.7642

**Maya Holt-Brockenbrough, Ph.D.**

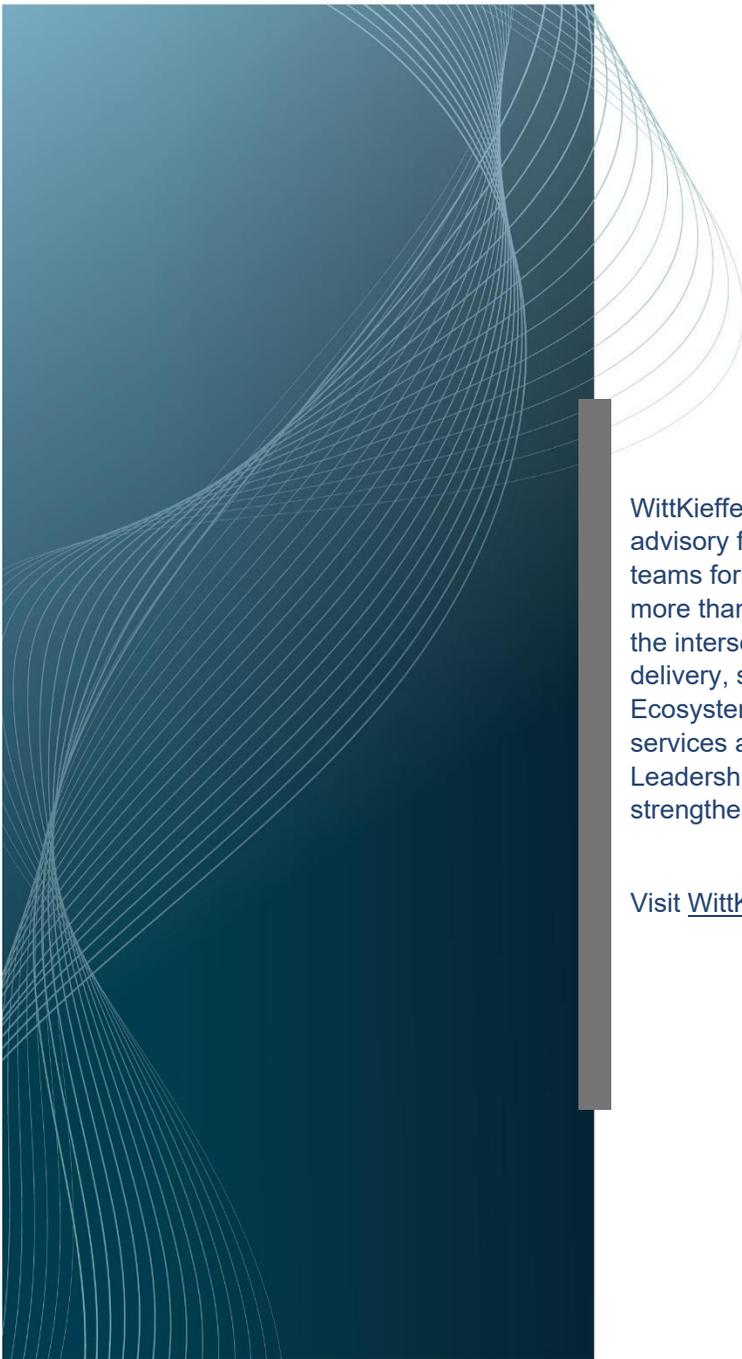
Senior Associate

[mayahb@wittkieffer.com](mailto:mayahb@wittkieffer.com)

781.564.2601

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from UWMD documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

All images and logos used in this leadership profile were attained from United Way of Metropolitan Dallas and/or are owned by Witt/Kieffer Inc. via Getty Images.



WittKieffer is the premier executive search and advisory firm developing inclusive, impactful leadership teams for organizations that improve quality of life. For more than 50 years, we have operated exclusively at the intersection of not-for-profit and for-profit healthcare delivery, science, and education – the Quality of Life Ecosystem. Through our expert executive search services as well as our Professional Search, Interim Leadership, and Leadership Advisory solutions, we strengthen organizations that make the world better.

Visit [WittKieffer.com](https://www.wittkieffer.com) to learn more.

***WittKieffer***