

Application Form

Profile

Mr. Chris Pipkins  
Prefix First Name Middle Initial Last Name Suffix

pipkinschris01@gmail.com  
Email Address

470 W. Wolfe Street  
Home Address Suite or Apt

Harrisonburg VA 22802  
City State Postal Code

How many years have you been a resident of Harrisonburg?

23

Mobile: (540) 560-2532  
Primary Phone Alternate Phone

Zuri Group Sr. Director  
Employer Job Title

Demographics - (Submission of this information if voluntary and will not subject you to any adverse treatment should you chose to not complete)

Ethnicity

☒ Prefer not to Answer

Gender

☒ Male

What is your age?

☒ Prefer not to answer

Are you reapplying for a current position you hold? \*

☒ Yes

Which Boards would you like to apply for?

Economic Development Authority (EDA): On Agenda

Interests & Experiences

Mr. Chris Pipkins

Please tell us about yourself and why you want to serve.

**Why are you interested in serving on a board or commission?**

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I live in the city and care about it and the region's business development.

**What other interests or concerns do you have regarding the community?**

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Coach my son's sports teams (basketball in Parks and Rec basketball)

**What relevant experience or education do you have to this board or commission?**

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I was employed by JMU for 17 years and been a part of that strategic relationship, have served on EDAC for 4 years, including the EDA's pass through of funds for the hospital, the COVID relief distributions, and the renewal of Sentara's bond

**Please list any past or present community involvement e.g. City Council, Boards and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:**

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Parks and Rec Committee, 2015-2017

[Chris\\_Pipkins\\_resume\\_20230714\\_Harrisonburg\\_EDAC.pdf](#)

Upload a Resume

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**EPSAC Applicants only**

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**Bike/Pedestrian Subcommittee Applicants only**

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## HIGHLIGHTS

Senior Advancement professional with 25 years of leadership in non-profit technology and business solutions for Advancement. A thought leader and experienced advancement business practitioner and consultant with deep market understanding of Advancement operations. Subject matter, change management, and strategic-alignment expertise in non-profit fundraising operations who is looking for opportunities to build and grow consulting services to support technology, information management, and process modernization transformations.

## EXPERIENCE

**Zuri Group, 2019 – present**

### **Sr. Director, Management Consulting**

- Responsible for project direction and deliverables in various advancement operations and leadership strategy engagements (System Selection, Data Governance, CRM and ecosystem implementations, Needs assessment, Subject-Matter process engineering, Board and Executive Leadership counsel)
- Counsel and strategic client direction for CRM practice areas for Salesforce, ascend, Affinaquest, and Ellucian's CRM Advance
- Over 15 engagements successfully delivered; 9 of which led to upgraded or renewed engagements
- Salesforce training, Trailhead, and Administrator certification courses
- Recognized for Advancement industry contributions with CASE Golden Apple for Teaching Excellence, 1<sup>st</sup> edition of the CASE Global Reporting Standards and Management, and volunteer leadership positions

**American University, 2017-2019, Washington, DC**

### **Associate Vice President, Advancement Operations**

- Professionalize and restructure the advancement operations unit for strategic and donor centric services
- Lead Gift and Campaign Counting policies effort
- Reinvigorate a CRM implementation by designing a stabilization phase including requirements, project plan and charter, process design, and technology/integration needs
- Analyze campaign capacity and campaign strategies
- Modernize tool sets, business process, and divisional metrics

**James Madison University, 2000-2017, Harrisonburg, VA**

### **Associate Vice President for Advancement Information Services, 2008-2017**

#### *Operational and Departmental Leadership*

- Integrate multiple advancement information/technology departments into one business solution unit with 18 employees managing 350,000 constituent records
- Improve collaboration between the information service unit and development, engagement, campaign, and marketing/communication units
- Establish justification, project plans, selection, and leadership for four successful advancement system implementations
- Direct projects to improve reporting that led to increased end-user access to information, expanded quality and scope of data extraction for segmentation, analytics and constituent profiles and distributed list generation
- Manage and design organizational and process transformations in advancement services functions

**Christopher N. Pipkins** 470 W. Wolfe Street, Harrisonburg, VA 22802 • (540) 560-2532  
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- Developed and executed data and technology governance structure, policy, and standards

*Strategic Support*

- Conduct benchmarking and KPI studies for strategic goal setting
- Serve and provide gift counting, IRS, and CASE Management counsel to the University and University Foundation Gift Acceptance Committee
- Forecast revenue projections and conduct market research leading to the adoption of gift fees on university donations as a supplemental funding source for advancement
- Co-develop annual and campaign staffing and fundraising projections

**Director of Prospect Research, 2000-2008**

- Provide subject-matter expertise and organizational leadership for effective operations

**Case Western Reserve University, 1997-2000, Cleveland, OH - Research Analyst**

**James Madison University, 1993-1997 - College English Instructor**

**EDUCATION**

M.A., English, 1997, James Madison University, Harrisonburg, VA

B.A., English, 1991, Loyola University, New Orleans, LA

Impact3 leadership program and graduate business courses, James Madison University