

ASSISTANT VICE PRESIDENT DATA INTEGRITY and USER EXPERIENCE

POSITION SPECIFICATIONS





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THE OPPORTUNITY

The University of Tennessee Foundation, Inc (UTFI) invites applications and nominations to fill the position of **assistant vice president data integrity and user experience**. Reporting to the vice president for technology and innovation and chief technology officer, the assistant vice president data integrity and user experience is responsible for shaping the enterprise strategy that ensures accurate, trusted and governed advancement data supporting fundraising, engagement, compliance and innovation across all campuses.

This role will oversee constituent management, user experience and technical support services, cultivating a culture of data trust and continuous improvement throughout UTFI.

Job responsibilities include, but are not limited to:

Data Strategy and Governance: Develop and execute an enterprise data integrity strategy aligned with UTFI's technology roadmap and advancement priorities. Champion a culture of data quality, transparency and stewardship across all UTFI units and campuses. Lead the creation and enforcement of data governance frameworks, including standards for data quality, privacy and regulatory compliance. Partner with executive leadership and campus advancement teams to align data governance policies with CRM and operational needs. Partner with Business Intelligence Architecture to identify data sources in use that can be built into the data warehouse and CRM.

CRM and User Experience Leadership: Oversee the enterprise CRM (Salesforce/Kindsight) user experience, ensuring reliability, scalability and adoption across the Foundation and campuses. Partner with the executive director of business intelligence & analytics to align CRM data with data warehouse and reporting initiatives. Advance training, documentation and process design that enhance system usability and end-user satisfaction. Oversee technical support, including Tier 1, Tier 2 and Tier 3 support escalation and management of the information technology service management system.

Operational Excellence and Collaboration: Maintain UTFI's comprehensive data documentation, including data dictionaries, policies and standard operating procedures. Strengthen collaboration between central services and campus advancement partners to ensure consistency, value delivery and trusted data sharing. Collaborate with internal and external stakeholders to continuously improve system performance, integration and data reliability.

Leadership and Team Development: Lead, mentor and inspire staff across user experience, constituent management and technical support. Build high-performing, service-oriented teams that model collaboration, innovation and excellence. Foster partnerships across advancement and IT to translate business needs into data and system solutions that drive results.

OVERVIEW

The mission of the University of Tennessee Foundation is to raise financial, public and political support for the University of Tennessee.

The University of Tennessee Foundation, Inc. (UTFI) is an interdependent not-for-profit 501(c)3 organization, and is the preferred channel for all private contributions that benefit students and faculty in the UT System. Our vision is to be recognized as one of the top performing advancement organizations affiliated with any university system in higher education.

The UT Foundation was recognized as a Top Workplace by Knoxville Top Workplaces. The award is based solely on employee feedback gathered

through a third-party survey that measures 15 culture drivers that are critical to the success of any organization including alignment, execution and connection.

Currently, the UT Foundation has over 270 team members located throughout the campuses and institutes of the University of Tennessee System, as well as the Central Services office located in Knoxville. Team members across the state work with alumni and prospective donors to secure funds for scholarships, professorships, research, outreach programs and other university initiatives, with the central office serving as the cornerstone of organizational functions.

UTFI FY25 Results

GIFTS

\$492+
Million

DONORS

85,820

ENGAGED
ALUMNI

323,864

COLLEAGUES

Kerry Witcher

Vice President for Advancement, University of Tennessee
President & CEO, University of Tennessee Foundation, Inc.



Kerry Witcher was confirmed by the UT Board of Trustees in March 2019 as vice president for development and alumni affairs and as president of the UT Foundation, the University's interdependent, not-for-profit fundraising organization. He previously assumed the dual interim roles in February 2018.

He is responsible for providing leadership, planning, coordination and management of development and alumni affairs programs for the entire multi-campus University system and oversees an annual budget of over \$30 million. Under his leadership, the Foundation has averaged more than \$300 million per year in private support, and the donor base Systemwide has grown from 63,000 to 86,000. In fiscal year 2024, the UT Foundation raised \$8.15 for every \$1 invested.

As president of UTFI, Witcher is responsible for the organization's over 270 employees working in development, alumni affairs, communications, stewardship, finance, human resources and advancement services. Through an emphasis in culture and employee-focused initiatives, the Foundation was awarded a Top Workplaces distinction in 2022 and 2023, which is earned through employee feedback and compared against organizational peers.

He joined his alma mater as director of alumni programs in 1987. Prior to his current role, Witcher was a member of the executive team and chief operations officer for the UT Alumni Association, the over 454,000-member organization serving alumni from all UT campuses.

Witcher, a UT Knoxville alumnus, came to UT after a career in sales and marketing for a pharmaceutical company. From 1992 to 2004, Witcher was assistant vice president for annual giving at UT. He also served as interim executive director of the UT Alumni Association from September 2006 to May 2007.

A native of Lafayette, Tennessee, Witcher and his wife, Karen, live in Knoxville and have three children.

COLLEAGUES

Melissa Berrett

Vice President for Technology & Innovation and
Chief Technology Officer



Melissa Berrett serves as vice president for technology & innovation and chief technology officer for the University of Tennessee Foundation, Inc. In this role, she provides strategic leadership for the Foundation's technology, data and innovation initiatives that strengthen advancement operations and support the philanthropic mission of the University of Tennessee System.

Berrett oversees the advancement technology portfolio, including enterprise systems, data management, business intelligence, user experience and information security. She leads efforts to modernize UTFI's digital infrastructure, enhance system-wide data integrity, and implement sustainable solutions that enable collaboration and informed decision-making across campuses.

Prior to joining UTFI, Melissa spent over a decade at the Oregon Health & Science University Foundation, where she led IT and data modernization efforts that transformed advancement operations and analytics. She holds an MBA in Business Analytics from Southern Oregon University and a BSBA in Computer Information Systems from Northern Arizona University.

CAMPUSES & INSTITUTES

UT Knoxville

Located in east Tennessee, UT's flagship campus is a university on the rise. UT Knoxville draws students with green space, nearby lakes and vistas of the Great Smoky Mountains. The campus offers state-of-the-art spaces for living and learning that foster collaboration and community. As Tennessee's premier public research institution, the campus includes the UT Institute of Agriculture, UT Space Institute and is co-manager of Oak Ridge National Laboratory—the U.S. Department of Energy's largest science and energy lab.

From its more than 225-year history to 17 degree-granting colleges and schools and more than 900 undergraduate and graduate programs of study, UT Knoxville offers an educational experience that positions students for life-long success.

Campus Colors: Orange/White
Total Enrollment: 40,421



Senior Vice Chancellor for Advancement
UT Knoxville
Brian Broyles
Years of Service: 11



Vice Chancellor for Advancement
UT Institute of Agriculture
Charley Deal
Years of Service: 32

UT Institute of Agriculture

UT Institute of Agriculture, located in the heart of the UT Knoxville campus, provides Real. Life. Solutions. for some of society's most pressing issues.

The Institute is home to the Herbert College of Agriculture, UT AgResearch and its ten centers across the state, the UT College of Veterinary Medicine and UT Extension, which has a presence in all ninety-five Tennessee counties. It also boasts the Smith Center for International Sustainable Agriculture, as well as three locations of the UT Gardens named as the State Botanical Garden of Tennessee. Through teaching, research and outreach UTIA seeks to support food, fiber and energy systems; enrich the economy; enhance biodiversity and environmental quality; develop the workforce; and strengthen the health of humans and animals.

Campus Colors: Orange/White

UT Chattanooga

Located in southeast Tennessee, UT Chattanooga is in the heart of downtown Chattanooga and offers an affordable education powered by hands-on learning in a city full of possibilities.

UTC students gain real-world skills in class, through internships and with community partners—all guided by expert faculty.

Through its four academic colleges and graduate school, UTC offers 48 bachelor's degrees with 118 program concentrations, 25 graduate certificate programs, 23 master's degree programs with 49 program concentrations, an education specialist program with three program concentrations and six doctoral degrees with 11 program concentrations.

Campus Colors: Blue/Gold

Total Enrollment: 12,060



Interim Vice Chancellor & Executive Director
UT Chattanooga
Andrew Sheehy
Years of Service: 10



Vice Chancellor for Advancement
UT Health Science Center
Brigitte Grant
Years of Service: 2

UT Health Science Center

Located in southwest Tennessee, UT Health Science Center educates and trains a majority of the state's health care providers, as it pursues its vision: Healthy Tennesseans. Thriving Communities. UT Health Science Center includes six colleges—Dentistry, Graduate Health Sciences, Health Professions, Medicine, Nursing and Pharmacy. Beyond its main campus in Memphis, UT Health Science Center has campuses in Chattanooga, Knoxville and Nashville in partnership with major hospitals in those cities. Additionally, UT Health Science Center has College of Pharmacy campuses in Nashville and Knoxville; the Department of Audiology and Speech Pathology in Knoxville; five rural dentistry clinics with more in development, and almost 900 educational and clinical training sites across the state.

Campus Colors: Green/Orange
Total Enrollment: 3,157

UT Martin

Located in rural Northwest Tennessee, UT Martin is a primary regional campus in the UT System offering bachelor's degrees, majors and concentrations in more than 150 specialized fields as well as eight graduate degrees. UT Martin boasts six regional centers across the state and has more off-campus centers than any public four-year university in the state. UT Martin Online, the UT System's largest provider of online education, offers both undergraduate and graduate degrees, including the online bachelor of interdisciplinary studies degree for working adults.

UT Martin is ranked #8 among Top Public Schools – Regional Universities (South) by U.S. News & World Report and as a “Best Southeastern University” by The Princeton Review. Dreams really do take flight at UT Martin.

Campus colors: Blue/Orange
Total Enrollment: 8,096



Vice Chancellor for Advancement
UT Martin
Jeanna Curtis-Swofford
Years of Service: 33



Vice Chancellor for Advancement
UT Southern
Vacant

UT Southern

Nestled in the heart of southern middle Tennessee, UT Southern embodies a place where the community becomes family, where learning transforms into action and where opportunities abound.

As the only public four-year institution of higher education between Chattanooga and Memphis, situated along Tennessee's southern border, UT Southern offers a distinct educational experience that combines the warmth of a close-knit community with affordable, high-quality education and values low student-teacher ratios with personalized classroom interactions. UT Southern proudly offers nearly 40 academic programs across various divisions, including business, education, humanities, mathematics, sciences, nursing and social sciences.

Campus Colors: Orange/White
Total Enrollment: 1,132

KNOXVILLE COMMUNITY

Nestled in the heart of the scenic Tennessee Valley, Knoxville effortlessly combines southern charm with vibrant urban living. As the third-largest city in the state, Knoxville offers a rich blend of history, culture and natural beauty. With a thriving economy, robust education system and diverse recreational opportunities, Knoxville has become a prime destination for both residents and visitors alike.

Historical Significance: Founded in 1791, Knoxville once served as the capital of Tennessee, playing a pivotal role in the nation's history. It witnessed significant events during the Civil War and the civil rights movement. Today, historic sites like James White's Fort, the Blount Mansion and the East Tennessee History Center offer a captivating glimpse into the region's past.

Cultural Vibrancy:

Knoxville stands as a thriving cultural hub, celebrating the arts in all their forms. The historic Tennessee Theatre, located in downtown Knoxville, hosts Broadway shows, concerts and film screenings. The Knoxville Museum of Art showcases an impressive collection of regional and contemporary art, while the East Tennessee Historical Society hosts thought-provoking exhibitions. Festivals like the Dogwood Arts Festival and the Big Ears Festival further enhance the city's cultural tapestry.

Natural Beauty: Knoxville's breathtaking natural surroundings attract outdoor enthusiasts. Situated at the foothills of the Great Smoky Mountains, the city offers access to stunning hiking trails, scenic drives and camping adventures. The Tennessee River, located nearby, provides opportunities for boating, fishing and water-sports. Urban green spaces like World's Fair Park and Ijams Nature Center offer peaceful retreats within the city limits.

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STATE OF TENNESSEE

Tennessee is a state with more than 6.9 million people, four large metropolitan areas, two time zones and an economy ranked* 16th-largest in the United States. While more Tennessee jobs and economic activity today are industrial or knowledge-based agrarian than farming and agricultural, production remains fundamental to the state's economy. Major outputs include textiles, cotton, cattle and electrical power—thanks to being home to the Tennessee Valley Authority.

From the Mississippi River on the western border, to the Appalachian Mountains on the eastern border, Tennessee spans a distance of more than 400 miles. Major geographic and cultural diversity are evident from the delta and farm areas of the west to the rolling hills surrounding Nashville in Middle Tennessee, to the mountainous landscape of East Tennessee.

The state's four largest cities are Memphis, metropolitan area population: more than 1.1 million; Nashville, metropolitan area population: 2.1 million; Knoxville, metropolitan area population: almost 880,000; and Chattanooga, metropolitan area population: about 562,000.

Major corporations headquartered in Tennessee include FedEx, AutoZone, International Paper, all based in Memphis; Pilot Corp., HGTV and Regal Entertainment Group based in Knoxville; Eastman Chemical based in Kingsport; Nissan's North American headquarters in Franklin; and the headquarters of Caterpillar Financial, Bridgestone-Firestone, Dollar General and HCA Healthcare, all based in Nashville.

The University of Tennessee maintains a presence in, draws students from and boasts alumni in each of Tennessee's 95 counties. Collectively, the entire state is the campus, and overseeing all UT enterprises and maintaining relationships with the University's numerous constituencies statewide is the responsibility of the UT System president.

**Source: U.S. News and World Report Economy Rankings*





THE UNIVERSITY OF TENNESSEE
UT FOUNDATION

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