



## POSITION SPECIFICATIONS

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# VICE PRESIDENT for TECHNOLOGY & INNOVATION and CHIEF TECHNOLOGY OFFICER



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# THE OPPORTUNITY

The University of Tennessee Foundation, Inc (UTFI) invites applications and nominations to fill the position of **vice president for technology & innovation and chief technology officer** (CTO), reporting to the UTFI President and CEO. The CTO will serve as the central architect of a robust program of technology and innovation that can anticipate evolving technological and philanthropic trends, and that supports UTFI's mission to drive success for students, alumni, parents, grateful patients and friends of the University of Tennessee.

The CTO will balance strategic thinking, leadership capability and hands-on technological expertise to provide leadership and direction to innovative technology and analytics initiatives. This individual will have the opportunity to create a road map for long-term growth that includes creative and entrepreneurial technology adoptions and deployments, metrics for success and accountability measures, as well as applications for data-informed risk-taking and decision-making.

The CTO will ensure alignment of technology infrastructure, business functions and data management policies with UTFI's strategic priorities and oversee the development of critical systems such as UTFI's CRM (Salesforce/ACE). They will oversee the cross-functional integration and coordination of tech tools and platforms across UTFI's enterprise, as well as own key relationships with stakeholders, vendors and consultants.

Job responsibilities include, but are not limited to:

**Technology Strategy:** Develop strategic, tactical and capital information technology plans, processes and budgets to support UTFI's mission.

**Innovation:** Research, understand and evaluate industry trends and emerging technologies as tools to advance and support business needs and system changes. Lead technology planning to coordinate the evaluation, deployment and management of current and future technologies.

**Tech Stack Management:** Lead and facilitate the work of staff, stakeholders and suppliers to ensure the successful development, testing, implementation and maintenance of a cloud-based constituent relationship management (CRM) system and associated technology tools/platforms to support UTFI's operations, constituents and affiliated organizations.

**Relationship Management:** Work closely with external consultants and stakeholders to ensure that technology systems, processes and infrastructure meet the evolving needs of the organization. Partner with internal stakeholders including UTFI central and campus-based leadership, functional team leads and end-users to anticipate, manage and support technology needs.

**Data Management:** Direct the establishment of data management controls, ensuring efficient, secure and compliant operations. Continually reinforce a culture of protecting donor and alumni data.

**Leadership & Collaboration:** Lead all aspects of a complex team, including managing, mentoring, motivating, retaining and evaluating staff.

# University of Tennessee Foundation 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 FY24 Results

GIFTS

**\$430+**  
**Million**

DONORS

**86,751**

ENGAGED  
ALUMNI

**296,050**



Unit

# OVERVIEW

The vice president for technology and innovation and chief technology officer (CTO) will lead a multi-disciplinary team that spans three functional areas: business intelligence; digital strategy & innovation; and user experience. The team currently comprises 26 professionals, with a plan to expand headcount, capacity and expertise in alignment with industry best-practices.

Additionally, the CTO's direct reporting line will include a project management professional, a newly created role intended to support cross functional technology initiatives and implementations. The CTO will oversee the integration of and coordination of the team's efforts, expertise and work product across the various campuses and business units of the UT Foundation.

A key focus of the team is involvement with the ongoing implementation and adoption of a suite of technology tools that will drive the University of Tennessee's fundraising, constituent engagement and advocacy efforts for the next generation. Internally branded as Alumni and Constituent Engagement (ACE) and launched in February 2023, these tools include:

- Salesforce: The core constituent relationship management (CRM) database.
- Ascend: The application that turns Salesforce into a university advancement tool.
- Blackthorn: The Salesforce-native app that powers event registrations.
- Experience Cloud: A Salesforce product that allows us to build a constituent portal.
- Marketing Cloud: The industry-leading email marketing and communications platform.
- Tableau: A powerful reporting and dashboarding tool.
- WordPress: The web content management system that supports our external websites.



Key

# 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.

# 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: 38,728

Senior Vice Chancellor for Advancement  
UT Knoxville  
Brian Broyles  
Years of Service: 10



## 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

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

## 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: 11,834



Vice Chancellor & Executive Director  
UT Chattanooga  
Kim White  
Years of Service: 3



Vice Chancellor for Advancement  
UT Health Science Center  
Brigitte Grant  
Years of Service: 1

## 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: 3,100+



# 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: 7,507



Vice Chancellor for Advancement  
UT Martin  
Jeanna Curtis-Swofford  
Years of Service: 32

# 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: 1,046



Vice Chancellor for Advancement  
UT Southern  
Evan Beech  
Years of Service: 8

# 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.

As the third-largest city in the state, Knoxville offers a rich blend of history, culture and natural beauty.



# 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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