

# C. Edward Mason

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## **PROFESSIONAL PROFILE:**

### **Fundraising & Program Development**

- Expert in grant procurement and government relations, with a highly successful record of securing state, federal, and foundation funding for program start-ups.
- Extensive experience in public relations, advocacy, and planning for educational groups and a wide range of nonprofit and community organizations.
- Excellent communication skills and proven ability to build collaborative teams and strategic alliances in the pursuit of external funding opportunities.
- Strong leader, planner, and organizer with a history of success in translating ideas into action and building programs from the ground up.

## **PROFESSIONAL HISTORY**

### ***Marketing and Communications Officer***

*University of New Mexico Health Science Center (April 2009 – Present)*

With the Office of Translational Research in the University of New Mexico's Health Science Center, develop marketing programs and strategic planning initiatives for both internal and external audiences.

- Public Relations – Creating 2009 Annual Report and other public relations messages that focus on the health concerns of New Mexicans and on economic contributions made by the UNM Health Science Center.
- Research – Conducting research on developments in New Mexico's biotech industry.

### ***Associate Director for Development and Government Relations***

*Illinois State University (2001 – 2009)*

In newly created position at Illinois State University, identified new opportunities for external funding, organized and facilitated fundraising teams, and procured grants for university programs (with a focus on federal and state sources).

- Strategic planning – Defined vision and priorities for new fundraising initiatives, and developed university's first comprehensive plan to procure federal funding.
- Government relations – Gained in-depth knowledge of sources and trends in government funding; enhanced university's recognition and prestige with funding agencies.
- Grant procurement – From 2002 to 2008, spearheaded initiatives that raised a total of \$15 million in new funding from all external sources, including \$7 million in earmarked funding from the Illinois Congressional Delegation.
- Collaborative and team-based fundraising – Created fundraising initiatives by forming alliances with other universities, nonprofit organizations, and community groups; organized faculty and staff members to form inter-disciplinary fundraising teams that created new programming in health care and renewable energy.

## PROFESSIONAL HISTORY (continued)

### ***Founding Director, Illinois Nurses Association Foundation (1999 – 2001)***

For Illinois' largest nursing association, successfully created and developed a nonprofit foundation that offers educational, research, and scholarship programs for nurses and citizens of the State of Illinois. *Accomplishments included:*

- Nonprofit development – Recruited and led planning committee for new nonprofit; completed all steps in approval process with lawyers and government officials.
- Public Relations – Wrote publicity materials to describe the vision and mission of the foundation, and to lay the groundwork for start-up and funding initiatives.
- Training and strategic planning – Developed training materials for Board of Directors; worked with board members to define program goals and strategies for success.

### ***Owner and Consultant, Mason-Ridenour & Associates (1994 – 1999)***

Owned and operated successful consulting company that offered services in grant preparation, training, coalition development, legislative advocacy, and public relations to nonprofit organizations and other public and private entities. *Accomplishments included:*

- Nonprofit fundraising – For diverse nonprofit organizations, conducted fundraising activities that raised over \$1 million through individual solicitations and grants.
- Campaign management – Managed West Texas campaign for Pete Patterson, candidate for Commissioner of the Texas Department of Agriculture.
- Sister City Agreement – Made all arrangements to host four delegations from China to West Texas area, visited China, and successfully developed a sister-city agreement between Lubbock, Texas, and Taiyuan, China (formalized in 1999).

## PREVIOUS TEACHING EXPERIENCE

*South Plains College, Levelland, Texas (1994 – 1998):* Instructor in Government and History, offering innovative coursework for non-traditional students.

*Eastern New Mexico University, Portales, NM (1994):* Political Science Instructor.

## EDUCATION AND TRAINING

**M.A. in Political Science, Texas Tech University, Lubbock, Texas**

**B.S. in Political Science, Eastern New Mexico University, Portales, New Mexico**

*Additional Training:* The Art of Asking for Major Gifts (2001), Fundraising and Development for Nonprofits Seminar (2000), Facilitators Skills Training (1999), Effective Management of Nonprofit Organizations (1996).

## COMMUNICATION SKILLS AND ACCOMPLISHMENTS

- Author of numerous professional documents, including: *The Role of Development in a Research and Sponsored Office* (published in the SRA Journal of Spring 2006, and presented to the SRA-NCURA Midwest Meeting in May, 2005).
- Strong communicator and project facilitator with extensive experience in public speaking, team building, training, mentoring, media relations, and staff coordination.