

JASON L. GEIKEN, MBA

EDUCATION

- Ed.D.** Southern Arkansas University Expected Graduation in 2025
Rural & Diverse Educational Leadership, Higher Education Track
Research Focus: Impact of mentoring and student experience on generativity
Current Status: 36 credits completed; GPA of 4.0
- MBA** Iowa State University, *Business Administration* December 2011
Specialization in Marketing; GPA of 3.65
Research Focus: Entrepreneurship
- B.A.** Baptist University of Florida, *Church Music* December 2004
Graduated Cum Laude with a GPA of 3.30

EDUCATIONAL LEADERSHIP EXPERIENCE

Arkansas Tech University, Russellville, AR March 2020-Present
[Vice President for Advancement & Chief Executive of the ATU Foundation](#)

Arkansas Tech University is a regional, public university located in a rural community. It currently enrolls nearly 10,000 students across its [main university campus](#), as well as the [Ozark campus](#), which maintains a two-year community college mission, including a [career center](#). It has four colleges: Arts & Humanities, Business & Industry, STEM, and Education & Health. More than 60% of the student body is first generation.

- Serving as Chief Advancement Officer and on the President's Executive Cabinet.
- I am the Chief Executive of the ATU Foundation, a separate 501(c)(3), managing a 24-member governing board, policy development, and endowment investments.
- Preparation, launch, and execution of [\\$55 million comprehensive campaign](#).
- Manage a staff of fifteen with job responsibilities in development, alumni engagement, external relations, communications, operations, and accounting.
- Oversee budget of more than \$4 million and review and approve all spending by campus constituents from university foundation accounts.
- Build and maintain philanthropy-focused relationships with major donors.
- Manage volunteers to serve the university and its alumni in various capacities.

Highlights and Accomplishments

- Increase in annual fundraising from \$5 million per year to [\\$10.5 million](#) in fiscal year 2021 and [\\$12.5 million](#) in fiscal year 2022.
- Cut the cost to raise a dollar by 30% and significantly grew the return on investment.
- Developed and led a Request for Qualification and selection process of a new investment advisor for the university foundation's endowment.
- Growth of the endowment investment pool from \$38 million to \$55 million.

- Personally worked on and closed a [\\$6 million estate gift](#), the largest gift commitment in the university's history.
- Personally worked on and closed a complex [\\$5.3 million gift](#) to launch the Stan and Patrice Miller Center for Global Engagement.
- Collaborated with staff to close a [\\$4.3 million gift](#) for a needs-based scholarship endowment and nursing program support.
- Modified revenue model of the university's foundation to provide a consistent income to support advancement activities.
- Lead executive-level search committees, including the recruitment and selection of the Vice President for Business and Finance, University Counsel, Provost, and Chancellor of the Ozark campus.
- Collaborated with campus constituents to complete a strategic plan for the university.
- Collaborated with executive colleagues to lead the university through major budget realignment during the COVID-19 pandemic.

California State University, Stanislaus, Turlock, CA December 2017-February 2020
Associate Vice President for Development & Alumni Engagement

California State University, Stanislaus is a regional, public university that is one of 23 campuses in the CSU system. Located in Turlock, a suburb of Modesto, it currently enrolls more than 10,000 students, with a student body that is 52% Hispanic and 75% first generation. It has four colleges: Arts, Humanities, & Social Sciences; Business Administration; Science; and Education, Kinesiology, & Social Work.

- Built and maintained philanthropy-focused relationships with major donors.
- Managed a staff of eight with job responsibilities in development, alumni engagement, external relations, communications, and event management.
- Oversaw department budget of more than \$2 million.
- Managed volunteers to serve the university and its alumni in various capacities.
- Staffed the university President at university & community events each week.

Highlights and Accomplishments

- Cut the cost to raise a dollar in half and significantly grew the return on investment.
- Increased annual fundraising to \$4-\$5 million per year.
- Personally closed [\\$1.6 million gift](#) to launch a Family Nurse Practitioner degree.
- Oversaw receipt of a [\\$2.4 million bequest](#), the largest gift in university history.
- Led search committees to recruit and hire university staff.
- Implemented planned giving program to document gifts to the university.

Hannibal-LaGrange University, Hannibal, MO July 2015-December 2017
Vice President for Institutional Advancement

Hannibal-LaGrange University is a private university located in the small, rural community of Hannibal, MO. During my tenure, it enrolled nearly 1,200 students.

- Served as Chief Advancement Officer and on the President's Executive Cabinet.
- Prepared, launched, and executed a \$5 million capital campaign.
- Managed staff of eight with job responsibilities in development, alumni engagement, external relations, communications, marketing, operations, and accounting.
- Built and maintained philanthropy-focused relationships with major donors.
- Oversaw department budget of more than \$2 million.

Highlights and Accomplishments

- Increased annual fundraising by nearly 50% over the average of the three years prior to my arrival.
- Designed and launched a “Board of Visitors” to serve as development advisory board.
- Completed fundraising for the rebuilding of a [\\$16 million science building](#) that had been destroyed in a storm and fundraising for the [modernization of the student center](#).
- Led project to completely redesign and update the university’s antiquated [website](#).

Iowa State University Foundation, Ames, IA

April 2013-June 2015

Director of Development, College of Agriculture & Life Sciences

Iowa State University is a public, land grant university located in a semi-rural community. It currently enrolls more than 30,000 students and is the largest institution in Iowa. The College of Agriculture and Life Sciences is among the best in the world.

- Built and maintained philanthropy-focused relationships with major donors.
- Raised approximately \$3 million per year to support college priorities.

Highlights and Accomplishments

- Personally closed complex \$1.8 million life estate gift to support university research.
- Served on committees to review and update development metrics and constituent research practices for the \$1.5 billion comprehensive campaign.
- Helped plan and launch [\\$1.5 billion comprehensive campaign](#).
- Assisted in Fundraising for [renovations of Curtiss Hall](#) and construction of a [\\$60 million complex](#) to house Agricultural Engineering and bio-renewables programs.

PROFESSIONAL AFFILIATIONS

Membership , Council for Advancement and Support of Education (CASE)	2013-Present
Membership , Association of Governing Boards (AGB)	2017-Present
Membership , Association of Fundraising Professionals, Yosemite Chapter	2017-2020
Membership , National Agricultural Alumni Development Association	2013-2015

PROFESSIONAL TRAINING

LinkedIn – Foundations of Diversity, Equity, Inclusion, & Belonging, October 2023
AGB – Partners for Success, Foundation Leadership Forum, January 2023
CASE – District IV Annual Conference, March 2022
Meeting of the Minds – Midwest Annual Conference, August 2021
Chief Executive Network – Find Your Team’s Genius Workshop, February 2021
Advancement Resources – Coaching! An Intense Workshop, August 2019
Meeting of the Minds – West Coast Annual Conference, April 2018
Advancement Resources – Fundraising for Academic Professionals, January 2018
Ellucian Live (campus technology) – Annual Conference, March 2017
St. Louis Planned Giving Council – Annual Conference, June 2016
CASE – Leadership in Advancement Management Conference, November 2014
National Agricultural Alumni Development Association – National Conference, June 2014
TERO, Inc. – Outclass Your Competition Workshop, November 2013
National Agricultural Alumni Development Association – National Conference, June 2013
Advancement Resources – Art & Science of Donor Development Conference, May 2013

LANGUAGES

English: Native Language

Spanish: Intermediate Listening, Speaking, and Reading/Writing

COMMUNITY SERVICE

St. Mary's Regional Health Center (Lifepoint Health) January 2023-Present
[Board of Trustees](#), Russellville, AR

Russellville Area Chamber of Commerce 2020-Present
Member, Russellville, AR
Leadership Russellville, Class 36

Rotary International 2018-Present
Member, Turlock, CA and Russellville, AR

Hannibal Area Chamber of Commerce 2015-2017
Member, Hannibal, MO
Leadership Hannibal Class, 2016

Parks and Recreation Board, City of Huxley 2013-2015
Board Member, Huxley, IA

PRESENTATIONS AND INVITED LECTURES

Panelist, "What I Wish I'd Know for my First VP Role."
Phoenix Philanthropy Group, December 2022

TECHNOLOGY SKILLS

Applications: Blackbaud's Raiser's Edge, Ellucian Banner, Microsoft Office, and ability to learn proprietary applications.

Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, web design platforms such as WordPress.

CORE COMPETENCIES

Constituent Relationship Management
Fundraising & Philanthropy
Expense Management & Prioritization
University & Board Governance
Comprehensive Campaign Management
Strategic Planning & Implementation

Results-Oriented Leadership
Data-Informed Decision-Making
Financial Acumen & Stewardship
Marketing & Brand Development
Persuasive Communication Style
Commitment to Diversity & Inclusion

OTHER PROFESSIONAL EXPERIENCE

Principal Financial Group, Des Moines, IA

January 2006-April 2013

Internal Wholesaler

- **Relationship Management** – Built relationships with more than 150 key individual sales representatives across thirty partner financial institutions.
- **Strategic Planning** – Design and implement a comprehensive plan to meet \$150 million sales goal.

Mediacom Communications, Des Moines, IA

January 2005-January 2006

Direct Marketing Representative & Retail Coordinator

- **Relationship Management** – Built relationships with individual and corporate clients.
- **Strategic Planning** – Design and implement a plan to meet a growing sales goal.

REFERENCES
