

Shoshanah D. Goldberg
388 Hoyt Street, Brooklyn NY 11231
Email: Goldbers@newschool.edu Tel: 917.363.5580

Summary

Expert consultant, part-time university professor, and proficient public speaker. Fund raising, arts management and marketing professional with over twenty years of experience in nonprofit administration, major gifts and sponsorships. Generate increased revenues, cause-marketing alliances and strategic planning for nationally renowned nonprofit organizations and corporations. Ph.D. candidate in public & urban policy.

Education

Ph.D. Candidate (ABD), Milano Graduate School of Management & Urban Policy, The New School. Degree expected: December, 2011. Dissertation title: *The Role of Arts & Culture in Modern Cities: Making Art Work in Toronto and New York*. Awarded Rockefeller Foundation grant for \$50,000 in support of dissertation research; July, 2010.

Master of Business Administration, State University of New York at Binghamton, School of Management, 1982. Major: Arts Administration.

Bachelor of Fine Arts, University of Michigan, School of Art, 1977. Major: Ceramics.

Teaching, Lecturing & Consulting

Part-time Assistant Professor: *Managing Creativity in Media Arts*, M.A. in Media Studies, The New School, NY, Fall 2010; *Arts Management & Cultural Policy, Fundraising & Development and Grantsmanship*, M.S. in Nonprofit Management Program, The New School, NY, 2004-present. **Adjunct Professor:** *Making Planning Ideas Work*, M.S. in Urban Planning Program, Columbia University Graduate School of Architecture, Planning and Preservation, Fall 2010; **Instructor,** *Fundraising Essentials*, M.S. Programs, Columbia University School of International and Public Affairs & School of Continuing Education, NY, 2006-present. **Lecturer:** *Creating a Cultural City*, M.S. in Urban Affairs & Planning, Hunter College, NY, Summer 2010. **Speaker:** Faith-Based Economic Forum, 2007, 2006; National Arts Leadership Institute; Fundraising Day in NY, *Every Video Tells a Story*, 2010; *Delving Into Diversity*, 2009; *Fundraising Secrets Revealed™*, 2007; *Fundraising Survivor: How Not to Get Voted Off the Island*, 2002; Association of Fundraising Professionals, *Secrets of Sponsorship*, NY, 1999.

Development, Marketing & Public Relations Consultant: 1985-present. Clients include The Aspen Institute's Global Initiative on Culture and Society, New York State Psychological Association, Publicolor, The Museum of Chinese in America, Metropolitan NY Library Council, Polaroid, National Geographic, Children's Television Workshop, Henry Luce Foundation, Socrates Sculpture Park and Knoedler Gallery. Generate revenue, increase market share, develop exhibitions, conduct market research, expand publicity, and create special promotions and events. Secure funding from individual donors as well as corporate, government and foundation funders such as Xerox Foundation, Tom Hanks, National Endowment for the Arts, Pope Foundation, Cultural Council Foundation, New York State Council on the Arts and New York City Department of Cultural Affairs.

Management Experience

**Director, Corporations & Foundations, The Museum of Television & Radio
New York, NY; 8/04-8/06.**

Spearheaded Museum corporate and foundation campaigns; including annual gifts, project sponsorship and special gifts. Grew corporate membership program; secured underwriting for major donor program, Museum centers, public activities and collection. Supervised staff of six; engaged leadership; cultivated major donors. Collaborated with Museum departments, as well as with individual, corporate and foundation donors to initiate programs and sustain existing projects. Organized and built all facets of sponsorship program; implemented successful cause-marketing partnerships, strategic alliances and media sponsorships. Responsible for the oversight of foundation strategy, and implementation of overall plan.

Regional Director, American Associates, Ben-Gurion University, Greater NY Region, 11/02-5/04.

Created strong financial base for this top-rated Israeli university through engagement of constituent support, including board, major donors, corporations and foundations. Developed diverse programming to enhance presence in New York area; expanded lay leadership; secured six- and seven-figure gifts.

Built revenue through a comprehensive strategy including special events, major gifts and planned giving.

Director of Major Gifts, American Cancer Society, New York, NY; 1999-10/02.

Generated major gifts for the New York City area of one of the largest US health-related not-for-profits. Secured six-figure gifts, such as Barbara Cohen Endowment Fund (\$150,000), Gala Major Gifts Initiative (\$150,000) and the Marty and Barbara Zweig Foundation (\$100,000). Spearheaded innovative major gifts programs including ACS Mickey Mantle Family Fund (\$100,000+) and the ACS Leadership Classic, a major gifts cultivation event, as well as producing effective direct mail and foundation campaigns.

Director of Marketing, Police Athletic League, New York, NY; 1997-1999.

Secured new revenues through sponsorships and alliances utilizing cause-related marketing strategies, including event-based partnerships and ongoing income streams. Initiatives developed include a national partnership with PepsiCo, as well as local sponsorships with Continental Airlines, New York Health & Racquet Club, *Sport Magazine*, Paddle Company, Modell's, Gould Publications, Feld Entertainment's Ringling Brothers and Barnum & Bailey Circus, and an exclusive charitable partnership with the Goodwill Games.

Director of Sponsorships, March of Dimes, Greater NY Chapter, New York, NY; 1994-97.

Through the creation of strategic alliances, the development of corporate sponsorships, and the initiation of cause-related and promotional opportunities, generated a 300% increase in the Chapter's sponsorship revenue. Successful partnerships achieved include Toys "R" Us, Ringling Bros., *Vibe Magazine*, Goya Foods, Ticketmaster, Cigna HealthCare, Continental Airlines and HIP.

Executive Assistant for Development, Office of the Executive Director, 92nd Street YM-YWHA New York, NY; 1993-94.

Worked with Executive Director, public relations and development departments on fundraising and special events; served as liaison to city agencies such as Office of the Mayor; planned board functions, and managed special projects with organizations including the United Nations and UJA/Federation.

Development Coordinator, Corporate Relations, American Museum of Natural History New York, NY; 1991-93

Responsible for generating 15% increase in Corporate Annual Members Program, to \$1 million. Sponsors included Chase Manhattan Bank (*The Moveable Museum*), MacMillan Publishing and Ringling Bros. (*Jumbo: The Word Famous Elephant*), and Grumman Corp. (*Bears: Imagination and Reality*).

Executive Director, Greenwich House Pottery, New York, NY; 1987-90.

Managed all facets of administration, public relations and fundraising for New York's oldest ceramic arts institution. Responsible for grants, fiscal planning and plant management, supervision of 24-member faculty and 1,000-student program, curating of gallery exhibitions. Generated 25% increase in revenue.

Acting Executive Director, Assistant Director, Museum of Holography, New York, NY; 1982-84.

Supervised finance, development, operations and personnel for the world's first museum devoted to the art and science of holography. Eliminated deficit, generated publicity, increased attendance and revenues. Managed staff of 14, exhibition and lecture series, museum store, and holographic laboratory.

Awards, Honors & Affiliations

Secretary, Faculty Senate; Member, Governance Committee; The New School, 2007-10. Member, Governance & Policy Committee, Greater NY Chapter, Association of Fundraising Professionals; 2004-present. Emmy Awards Judge, News & Documentary Division; 1990-present. Grant Panelist, New York City Department of Cultural Affairs; 1992. Artists Registry Juror, American Craft Council; 1990. Intern, Department of Administration; Grant Writer, Department of Film, Museum of Modern Art, New York; 1981. Management Intern, New York State Council for the Arts; 1981. New York State Fellow; 1980-81. Graduate Assistant in Finance, State University of New York at Binghamton; 1979.