



Position Specification

Georgia Institute of Technology

Associate Vice President, Corporate Engagement

Private and Confidential

Position Specification

Ref: Associate Vice President, Corporate Engagement (AVP-CE)
Georgia Institute of Technology

Our Client

The Georgia Institute of Technology (Georgia Tech or “the Institute”) is committed to establishing, leveraging, supporting, and maintaining lasting relationships with businesses, corporations, and industry. The Office of Corporate Engagement (OCE) is charged with coordinating the totality of a company’s relationships on campus and campus constituents (faculty, staff, students, centers, IRIs, schools, colleges). Collaborations between Georgia Tech and industry are founded on the specific business needs of companies with alignment to the priorities and strengths of Georgia Tech. Collaborations support the mission of each entity. OCE serves as the central hub, working with internal and external partners, to overcome barriers to corporate engagement.

Value propositions for:

- **Companies:** future employees (talent), research results that can be translated into new or improved products/services, sponsored research, new technologies, scientific consultants, employee training/professional education, economic development, corporate social responsibility impact, joint university-industry proposals for federal funding, and enhanced brand recognition
- **Georgia Tech:** corporate philanthropy including scholarships, fellowships, and in-kind gifts; research funding, access to specialized facilities, jobs and internships for students, participants in professional/executive education programs, licensing revenue, event sponsorships

The Role

Georgia Tech seeks an experienced executive to serve as Associate Vice President of Corporate Engagement (AVP-CE) to provide leadership, strategic direction, and management oversight to the newly created Office of Corporate Engagement. The new office reflects Georgia Tech’s strategic plan focus areas to amplify impact, lead by example, and champion innovation. It provides a holistic approach to engage with businesses and industry. OCE is a presidential priority and represents a unified effort by the Institute to provide a clear path for companies to form relationships with Georgia Tech, encompassing the areas of talent, research, philanthropy, and other forms of partnership.

The AVP-CE will be integral in shaping the newly created OCE and lead in the launch and communication of the new office to internal and external stakeholders. The AVP-CE will report jointly to the Georgia Tech’s Executive Vice President for Research (EVPR) and the Vice President for Development. This structure represents Georgia Tech’s emphasis on a coordinated and collaborative approach to engagement with businesses and industry. Further, this role will regularly interface and work closely with the Chief Commercialization Officer and Vice President for the Enterprise Innovation Institute.

Success for the AVP-CE will be defined by an ability to educate and collaborate with members of the Georgia Tech community—senior administrators, faculty, staff, students, alumni—in coordinating corporate Engagement efforts. The AVP-CE will lead a team of business development and relationship management professionals to determine appropriate strategies and define mutually acceptable annual and multi-year performance goals. The AVP-CE will be a creative and strategic thinker who will contribute

to a culture of innovation on campus by bringing faculty, staff, students, and community partners together to generate ideas that leverage institutional strengths.

Job Responsibilities

Relationship Management and Collaborative Strategy Development

- Responsible for the overall management and coordination of cross-campus activities of existing business partners and in the development of new key partnerships. This includes both internal and external relationships.
- Build a strategy to identify, leverage, and maintain our most critical partnerships, and develop new ones.
- Develop and execute strategies and guiding principles for:
 - Partnering with business and industry
 - Effectively building relationships, including identifying partners for corporate philanthropy and/or collaborative research initiatives, particularly those related to large multidisciplinary or multi-investigator projects
- Develop practices, procedures, and policies to prevent duplication of efforts.
- Develop and implement, in conjunction with campus-wide constituents, comprehensive goals and corporate engagement strategies to build mutually beneficial partnerships. Coordinate and lead internal corporate strategy meetings with deans, administrators, faculty members, and staff (career center, alumni association, sponsored research (industry contracting), tech licensing).

Leadership

- Build, inspire, and lead a highly effective team of corporate relationship managers to develop a portfolio of strategic industry partners engaged across the institution.
- Provide campus-wide leadership, expertise, and coordination of industry activities, working collaboratively with deans, school chairs, interdisciplinary research institute directors, and other senior administrators, including associate deans for research, the Development Office, as well as Industry Contracting, the Career Center, Technology Licensing, and GT Professional Education.
- Foster a collaborative and synergistic approach to corporate engagement across the Institute.
- Provide guidance and collaborative leadership within schools, colleges, Interdisciplinary Research Institutes, and centers.
- Establish and maintain an Institute-wide perspective for holistic corporate engagement including of research, philanthropy, student recruitment, executive education, etc.
- Work in conjunction with faculty, administrative and academic leadership, and offices that support corporate Engagement (e.g., Career Services, GT Professional Education, Tech Licensing, Industry Contracting) in designing and implementing corporate visits, events, and informational exchanges.
- Serve as the hand-off point for the Office of Economic Development in Institute Relations in support of the recruitment and retention of companies in the Tech Square, Atlanta, and the state of Georgia.

Technology

- Work across Georgia Tech to evaluate, implement and/or leverage existing technology (e.g., CRM) and communications strategies to streamline how Georgia Tech tracks interactions with businesses.
- Develop methods to share campus wide corporate engagement data as needed.
- Establish a web portal to serve as a coordinating web presence for OCE.

Metrics and Measures

- Establish, track, and achieve key metrics and measures of success for the Office of Corporate Engagement, including but not limited to:
 - Financial performance (including philanthropic funding and support for sponsored research)
 - Industry engagement
 - KPIs

Key Relationships

- President and President's Cabinet members
- Academic Leadership (Deans, Assistant/Associate Deans, School Chairs, Interdisciplinary Research Institute Executive Directors, Center and Lab Directors)
- Development
- Institutional Research & Planning
- Career Services
- Communications
- Sponsored Programs
- Commercialization
- Technology Licensing
- Corporate Foundation Leadership, Program Officers, and Staff
- Corporate Leadership, Philanthropy/Engagement Officers, and Recruiting Partners

Candidate Profile

The Associate Vice President of Corporate Engagement will bring a deep appreciation for Georgia Tech's mission, culture, achievements, and aspirations, and have the ability to articulate its uniqueness and relevance. This leader will have a passion for bringing about good in the world through research, discovery, innovation, and education. The AVP-CE will have a demonstrated track record of organizing successful industry engagement activities and the ability to develop high-level proposal and solicitation strategies, with an entrepreneurial and creative approach to building corporate partnerships.

The successful candidate will have an understanding of and appreciation for the use of technology in a cohesive approach to business outreach. The AVP-CE will possess exemplary interpersonal and listening skills as well as superior written and oral communication skills; the ability to understand and translate complex technical information for all audiences.

The AVP-CE will bring at least ten years of professional experience with progressively increased responsibilities in a complex academic environment or large corporation within the areas of sales, business

development, and/or business management areas. A bachelor's degree is required; an advanced degree is preferred but not necessary with sufficient industry experience.

In terms of the performance and personal competencies required for the position, we would highlight the following:

Setting Strategy

- The ability to create and articulate an inspiring vision for the organization, not only for the areas they are directly responsible for, but the enterprise as a whole.
- The inclination to seek and analyze data from a variety of sources to support decisions and to align others with the organization's overall strategy.
- An entrepreneurial and creative approach to developing new, innovative ideas that will stretch the organization and push the boundaries within the industry.
- The ability to effectively balance the desire/need for broad change with an understanding of how much change the organization is capable of handling, to create realistic goals and implementation plans that are achievable and successful.

Executing for Results

- The ability to set clear and challenging goals while committing the organization to improved performance; tenacious and accountable in driving results.
- Comfortable with ambiguity and uncertainty; the ability to adapt nimbly and lead others through complex situations.
- A risk-taker who seeks data and input from others to foresee possible threats or unintended circumstances from decisions; someone who takes smart risks.
- A leader who is viewed by others as having a high degree of integrity and forethought in their approach to making decisions; the ability to act in a transparent and consistent manner while always taking into account what is best for the organization.

Leading Teams

- Demonstrated ability to be part of a collaborative leadership team committed to advancing the institutional mission and strategic plan.
- Proven management skills in establishing a team- and goal-oriented environment that empowers staff, promotes diversity of thought, and celebrates achievements.
- Demonstrated commitment to diversity, equity, and inclusion, as well as the ability to build relationships and interact positively with a culturally diverse population of faculty, staff, alumni, students, and potential donors.
- The ability to attract and recruit top talent, motivate the team, delegate effectively, celebrate diversity within the team, and manage performance; widely viewed as a strong developer of others.

Relationships and Influence

- Naturally connects and builds strong relationships with others, demonstrating strong emotional intelligence and an ability to communicate clearly and persuasively.
- An ability to inspire trust and followership in others through compelling influence, powerful charisma, passion in their beliefs, and active drive.

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- Encourages others to share the spotlight and visibly celebrates and supports the success of the team.
 - Creates a sense of purpose/meaning for the team that generates followership beyond their own personality and engages others to the greater purpose for the organization as a whole.

Georgia Tech provides equal opportunity to all faculty, staff, students, and all other members of the Georgia Tech community, including applicants for admission and/or employment, contractors, volunteers, and participants in institutional programs, activities, or services. Georgia Tech complies with all applicable laws and regulations governing equal opportunity in the workplace and in educational activities. Georgia Tech prohibits discrimination, including discriminatory harassment, on the basis of race, ethnicity, ancestry, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, age, disability, genetics, or veteran status in its programs, activities, employment, and admissions. This prohibition applies to faculty, staff, students, and all other members of the Georgia Tech community, including affiliates, invitees, and guests.

Contact

Inquiries and nominations are welcomed and encouraged. For more information, we invite you to call for a personal conversation with our search consultants:

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Inquiries and documents are subject to disclosure under the Georgia Open Records Act.