

R. Brian Elderton

Brian Elderton, Consulting Vice President, has over 25 years of senior leadership experience in advancement and fundraising for higher education and healthcare institutions.

Brian also currently serves as Senior Vice President of Development at BrightFocus Foundation, a public charity dedicated to funding rigorous and innovative research to cure Alzheimer's Disease, macular degeneration and glaucoma. In this role, he provides leadership, strategic direction, management and coordination of all fundraising initiatives for BrightFocus Foundation, including annual giving, planned giving, and major giving from individuals, corporations, private institutions and foundations. He is responsible for creating a major gift program that compliments the organization's direct mail program, enhancing the Foundation's financial resources and funding for research and public awareness. He is also a member of the Foundation's Leadership Team, reporting to the Foundation's President and CEO.

Prior to this role, Brian served for 16 years as Vice President for University Advancement at La Salle University in Philadelphia, where he oversaw Alumni Relations, Development, Marketing and Communications, Government and Community Relations, and University Events. During his tenure, he developed and led fundraising campaigns that garnered more than \$157 million for the university, including over \$84 million in gifts and pledges from 37,000 alumni during the University's first-ever campaign, Shoulder to Shoulder, which funded the building of a new science and technology center and grew the endowment.

Previously, Brian was Vice President of Development for Mercy Health System, a healthcare network in Pennsylvania consisting of four hospitals, ambulatory care centers, a physicians' network, home health care agency, and a health maintenance organization. Brian planned and oversaw the implementation of a comprehensive, system-wide development program. He also served as lead fundraiser for major gift solicitations, and initiated the formation of Mercy Health Foundation as the fundraising entity for the System.

Earlier in his career, Brian was a Development Consultant with The Martin J. Moran Company, in New York; and served as Assistant Director of the Annual Fund at Georgetown University, where he also established and served as director of the Parents' Annual Fund and Graduate Annual Fund.

Brian started his career as a teacher at Bergan High School in Peoria, Illinois, where he also coached the football and basketball teams. He later taught and coached football and baseball at Christian Brothers High School in St. Louis, Missouri; and was a teacher, football coach, and Chairperson of Religious Studies at Good Counsel High School in Silver Spring, Maryland.

Brian received a Bachelor of Arts in Liberal Arts from Christian Brothers University and a Master of Education, Secondary School Administration, from the University of Missouri, St. Louis. Brian serves as a member of the Sponsor Council for the Sisters of Mercy, Mid-Atlantic Community.