

Anna Swanson



Anna Swanson serves our clients as Senior Vice President and Analytics Practice Area Leader. Anna's experience delivering business solutions through the employment of analytics tools in higher education environments enhances GG+A's client engagements and adds value to our suite of philanthropic analytics capabilities.

Most recently, Anna supported client-facing teams as the Managing Director of Analytics at Royall and Company, a higher education marketing and fundraising consulting firm in Richmond, VA. There she managed five functional areas of analytics and oversaw a staff of 65 in the creation of and delivery of new analytics tools, demonstrating synergies across business lines, strengthening consulting services and ensuring the success of client campaigns.

She also held a number of positions with Hardwick-Day, Inc., a subsidiary of Royall and Company, which helps private colleges and universities manage and increase enrollment. As a principal in the firm, Anna helped deliver best practice technology and analytics solutions to clients; recruited and managed the work of the firm's analysts; worked with senior leadership at client institutions; and monitored the progress of projects to ensure desired client outcomes. From 2010 to 2015, Anna achieved a 12 percent increase in net revenue for clients and stabilized the firm's services by developing a dedicated team of analysts.

Before her consulting work, Anna gained hands-on experience in fundraising, enrollment and analytics on a number of nonprofit teams. As Admission Counselor and Director of the Central Fund in the Admissions and Development Offices of Central College in Pella, IA respectively, Anna increased the recruitment and matriculation rates of the college and had a significant impact on meeting fundraising goals. She leveraged the relationships she helped the college develop with students before and after enrollment to plan and direct a \$1.4 million campaign, realizing a 40 percent increase in fundraising donations. In addition, Anna served as Research Assistant with University of Minnesota's Office for Public Engagement and with the Humphrey Institute Public and Nonprofit Leadership Center, as well as an Analyst Intern with the United States Accountability Office in Washington, DC.

Anna holds a Master's degree in Public Policy from the University of Minnesota, Hubert Humphrey Institute of Public Affairs and a Bachelor of Arts degree from Central College, where she studied economics and Spanish.

During her tenure with GG+A, Anna has provided counsel to the following client institutions: