

## Barney Ellis-Perry



Barney Ellis-Perry, Senior Vice President, brings to the firm over 20 years of experience in alumni relations and fundraising for a wide variety of organizations. Barney works hard to balance unique and creative ideas with execution rooted in strategy. His experience spans all aspects of nonprofit organization's needs with expertise in strategic planning, board and constituent relations, campaign visioning and planning, marketing and branding, and in spearheading innovative and immersive alumni engagement strategies across various digital, social media and in-person platforms.

Before joining the firm, Barney served as CEO of the University of California, Irvine (UCI) Alumni Association and as the UCI's Assistant Vice Chancellor of Alumni. During his 3.5-year tenure, Barney worked collaboratively with campus leaders and alumni volunteers to develop and implement a new vision and strategic plan for the University and the alumni endeavor. He also designed a system for tracking alumni engagement metrics, launched the Bridge Media program to improve online alumni and donor engagement, and led a re-branding of the organization. Under his leadership, alumni engagement increased from 7,650 to 10,533 from 2015 – 2016 and reached 13,161 in 2017.

Before his role at UCI, Barney held several fundraising and alumni relations positions during his 14-year tenure at the University of British Columbia (UBC), including Director of Alumni Engagement Campaign and Director of Alumni Relations. From 2000- 2005 he served as Strategic External Relations Officer at UBC Land & Building Services where he created Canada's first campaign for aging university infrastructure. Through government relations, corporate partnerships and University partnerships, he raised over \$125 million CAD in new revenue for campus infrastructure. At Alumni UBC, he created a new strategic vision and departmental structure to increase alumni engagement in Vancouver and Hong Kong. He also successfully designed, launched and co-*led Start an Evolution*, the world's first dual-goal campaign for a major university, with goals of raising \$1.5 billion and of doubling active alumni engagement by 2015. In support of the campaign, he also conceived and led a ground-breaking social media campaign—*your evolution*— in 2011, connecting alumni with each other and the community through a collaborative online project-sharing platform. Under his direction, Alumni UBC met the campaign's engagement goal a year early.

Prior to UBC, Barney worked as a fundraiser for a number of large organizations and served as a founding partner in a fundraising consultancy for three years. From 1996-1999 he served as Director of Annual Giving at St. Paul's Hospital Foundation of Vancouver where he created and executed the innovative *Lights of Hope* campaign and developed a major gift program for the Foundation.

When not at work, Barney is an active volunteer at the local and national levels. In 2012, the Prime Minister of Canada and Queen Elizabeth II awarded him the Diamond Jubilee Medal for his social engagement and community service, most notably with Volunteer Canada.