

Marcia Crawley



Marcia Crawley, Vice President, brings over 23 years of experience to the firm in a variety of fields, including journalism, communications, and advancement. She has lead and supported fundraising operations at higher education institutions and arts and cultural museums.

Prior to joining GG+A, Marcia held chief development positions in two museums, serving as Vice President of Advancement and Community Engagement at the Carnegie Museums of Pittsburgh and as Vice President of Development at the Detroit Institute of Arts.

Prior to these roles, Marcia spent six years in positions of increasing responsibility at Michigan State University (MSU), where she joined the Spartan team as Director of Development for the Eli and Edythe Broad Art Museum. In lead-up to the Museum's opening, Marcia was responsible for the successful completion of the Museum's \$45 million dollar building campaign. As the Museum began its operations, she worked to create and implement strategy and functions necessary for successful Museum operations, which included strategic planning, board building and management, budgeting, marketing and communications, membership, grants, sponsorship, events, and planned giving.

Marcia also worked as the Senior Director of Regional Development at Michigan State University (MSU). She led a team responsible for strategic prospect management, outreach, and funding efforts in the eastern United States during the University's successful \$1.5 billion Empower Extraordinary campaign.

Early in her career, Marcia was an award-winning television journalist as well as a director of communications for a large county government, where she managed two public television stations and a team of 42 people.

In addition to her professional philanthropic work, Marcia is passionate about her support of the arts in her own community through her involvement in the St. Petersburg Arts Alliance and New College of Florida. She has served as a member of the Art Museum Development Association, USF Graphicstudio Advisory Board, and Studio@620 Board of Trustees.

Marcia holds a Bachelor of Science in Business Management from the University of South Florida.

