

Adrian Salmon

Adrian Salmon, Vice President, GG+A Europe, brings 20 years of direct-marketing fundraising experience in the higher education, arts and culture, and wider not-for-profit spheres. His particular expertise includes direct mail fundraising, annual giving program management, and management of contributions from integrated mail and online appeals.



Before joining GG+A in 2015, Adrian was Footsteps Fund Manager at the University of Leeds, where he dramatically increased the University's number of donors, annual giving income, and contributions from integrated mail and online appeals. Adrian also implemented an automated propensity scoring system, the first to be used by a university in the United Kingdom, and designed and implemented the University's first dedicated 20-seat fundraising call center.

Prior to joining the University of Leeds, Adrian served for more than nine years with The Phone Room Ltd. as Director of Client Services and as Head of TPR Education. He headed numerous award-winning telephone campaigns for nonprofit clients, including the National Galleries of Scotland, Symphony Hall Birmingham, and the South Bank Centre. He also established successful telephone fundraising campaigns for Salford University and Birkbeck College, University of London.

Adrian holds a Bachelor of Arts degree in English from the University of Cambridge and is a member of the Institute of Fundraising. Adrian serves on the Advisory Panel of Rogare, the new practitioner-focused fundraising think tank at Plymouth University's Centre for Sustainable Philanthropy.

During his tenure with GG+A, Adrian Salmon has provided counsel to the following client institutions:

Alder Hey Children's Charity

Ann and Robert Lurie Children's Hospital, Chicago

Appalachian State University

Aston University

Cancer Research UK

Cardiff University

Carnegie Mellon University

Center Theatre Group

Dartmouth College

University of Dundee

Durham University

The University of Edinburgh

Emory University

ESADE

Heriot-Watt University

IE University

IESE Business School

The Johns Hopkins University

Kings College London

KIPP Foundation

New York Institute of Technology

Nova Southeastern University

Northampton Community College

Parkview Health

Pomona College

Quinnipiac University

*Regent's University London
atle University School of Law*

University of Sheffield

University of Southampton

University of Toronto

The Sutton Trust

University College Dublin

University of Virginia

Virginia Polytechnic Institute and State University

University of Warwick