

UC San Diego Names External Relations Leader, Debra G. Neuman, as New Vice Chancellor

Neuman brings an international reputation for donor development and enhancement using state of the art strategic communications and marketing tools in very large and complex organizations

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Debra G. Neuman, Senior Vice President, External Relations at CARE USA in Atlanta, GA, is UC San Diego's Vice Chancellor - External Relations, following approval by the University of California Board of Regents today. Ms. Neuman, a nationally recognized development professional who led CARE USA's fundraising response to the December 2004 South Asia tsunami and similar international efforts, will join UC San Diego on June 16, 2008.

While at CARE, one of the world's largest humanitarian organizations fighting global poverty, Neuman's accomplishments included exceeding fundraising targets each year with revenue increasing from \$65 million to \$116 million; assembling a cohesive, dedicated team of 115 professionals in 8 locations; and building and stewarding a brand strategy and campaign to raise CARE's visibility in the U.S. Among her key successes was the ability to immediately reach out to Americans after the tsunami tragedy and raise \$55 million in 5 months with no adverse impact on annual fundraising efforts.

"I am pleased that Deb will join my strong leadership team. She has a proven track record in winning the hearts and minds of supporters. With her ability to assemble a diverse and dedicated team, she will identify creative avenues for donor support and will advance the University's excellent reputation. Deb's a perfect match for the needs of UC San Diego now and in the years ahead," said Chancellor Marye Anne Fox.

As Senior Vice President at CARE, Neuman led the External Relations department, which also included marketing, communications and donor services. Under her leadership, CARE advanced its public relations efforts with a targeted "I am Powerful" campaign to fight poverty through the empowerment of women. The 15-month campaign resulted in more than \$100 million in donated media and \$8 million in new revenue. A member of the senior executive team, Neuman led several other specialty campaigns to support those in need.

Prior to her successes at CARE, Neuman enjoyed an extensive career at IBM Corporation in a variety of positions, including Vice President of Communications for Global Services and IBM Americas. As Senior Director, Corporate Media Relations, Neuman managed many high profile IBM sponsorships, including partnerships with the Nagano and Sydney Olympics, the Masters Tournament, the National Hockey League, Ryder Cup, Tony Awards, Wimbledon, and the NBA. In addition, she was spokesperson for a broad range of corporate issues and helped to develop career management programs for over 600 communications employees worldwide.

As Vice Chancellor - External Relations, Neuman will serve as the senior advancement executive for UC San Diego with overall management for fundraising, university communications and public affairs, and relations with donors, alumni, local and state governments. Working closely with the University's academic community, the Vice Chancellor will advance UC San Diego's philanthropy and stewardship initiatives by development of fundraising strategies tied to academic priorities.

The Vice Chancellor for External Relations serves as the President of the UC San Diego Foundation. The Foundation is a public, non-profit corporation that serves as the primary fundraising arm of UC San Diego and manages assets in excess of \$500 million in private funds donated in support of UC San Diego.

"UC San Diego has a great story to tell. I am excited to collaborate with colleagues and friends of the University as we communicate and support UCSD's local impact, national influence, and global reach. Our faculty, students, staff and alumni are changing lives every day with groundbreaking breakthroughs and initiatives," said Deb Neuman.

Neuman received her B.A. from Wesleyan University, and has studied in a variety of business programs at Cambridge and Columbia Universities.

In addition to being a successful professional, Neuman is very active in the donor development community and has volunteered and serves on several committees including the Association of Fundraising Professionals, The Georgia Center for Nonprofits, The Wesleyan University Alumni Admissions Volunteer Committee, InterAction's Communications Steering Committee, and the Community Advisory Board for Channel 46 CBS TV Atlanta.

Neuman will receive an annual salary of \$295,000. Per UC policy, there will be a five percent monthly contribution to the Senior Management Supplemental Benefit Program; a \$73,750 relocation allowance; an annual automobile allowance of \$8,916, for University business use of a personal vehicle; reimbursement of moving expenses; 30 days of temporary housing; and authorization by the UC Regents to participate in the Mortgage Origination Program (MOP) with a loan up to \$1,330,000.

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