

# INGRID HEIM

2646 Memphis Street · Philadelphia, Pennsylvania 19125  
215.341.7380 · ingrid@ingridheim.com

---

## PROFILE

>> **Accomplished senior executive** with career emphasis on strategic planning, results-driven people and project management, and creative content development

>> **Passionate advocate for purpose-driven institutions**, advancing missions through cross-functional collaboration, evidence-based planning, purposeful, constituent-centered outreach, and responsible, inclusive practices

## AREAS OF EXPERTISE

Strategic + Tactical Planning | Thought Leadership | Team Building | Board + Volunteer Management  
Fundraising Strategy + Campaign Management | Marketing + Branding | Creative Storytelling | Art Direction  
Project + Vendor Management | Budget Oversight | Constituent Experience

## PROFESSIONAL EXPERIENCE

**Ingrid Heim, LLC**  
**Principal**

**Philadelphia, Pennsylvania**  
**2011 - Present**

Strategic planning, large-scale project management, and creative development for community, cultural, and educational institutions including: Society for the Advancement of Violence and Injury Research; Pennsylvania Academy of the Fine Arts; Share Food Program; Community College of Philadelphia; Philadelphia Ronald McDonald House; and Art-Reach

Highlight engagements include:

- ⇒ **Hebrew Union College - Jewish Institute of Religion | 2022-2024**: Completed comprehensive assessments of enterprise Communications, Alumni Relations, and Annual Giving programs; served as interim chief communications officer while facilitating permanent leadership search; supported EVP for Institutional Advancement and Chief of Staff/EVP for Strategic Initiatives in key hiring, training, and program implementations
- ⇒ **Beck Institute for Cognitive Behavior Therapy | 2018-2020**: Led strategic and tactical planning process to develop and implement first-ever communications and fundraising programs from direct marketing to major gift solicitation; Trained and supervised in-house team in resulting executions
- ⇒ **Jewish Federation of Greater Philadelphia | 2017-2020**: Developed comprehensive suite of fundraising communication vehicles and trained and managing in-house team in ongoing creative development and implementation
- ⇒ **Free Library of Philadelphia | 2015-2020**: Served as head of advancement campaigns and communications, leading planning and execution of outreach, events, and programs supporting the capital campaign to expand and renovate the flagship central library and five key neighborhood branches; developing full complement of direct marketing, major gift, and promotional communications; and training and supervising in-house teams in producing results-driven print and electronic outreach of all kinds
- ⇒ **Children's Hospital of Philadelphia | 2012-2017**: Served as head of campaign programs, managing all aspects of capital campaign to build the Buerger Center for Advanced Pediatric Care, which raised \$100M, and spearheading goal setting and strategic planning process for subsequent \$1B comprehensive campaign

**Temple University**

**Associate Vice President, Alumni and Constituent Engagement + Executive Director, Temple University Alumni Association**

**Philadelphia, Pennsylvania**

**2020 - 2022**

**As Associate Vice President**, oversaw Communications, Strategic Engagement, Annual Giving, Alumni Relations, and University Events divisions of the Office of Institutional Advancement (IA)

- ⇒ Developed and executed long- and short-term strategies for engaging alumni, donors, students, employees, and friends through hundreds of annual communications and a wide variety of events and programs in Philadelphia and around the country
- ⇒ Managed 35 full-time employees; Directed efficient and effective spending of \$3M annual non-compensatory budget
- ⇒ Participated as member of University Strategic Planning Steering Committee and Institutional Advancement Executive Committee

**As Executive Director** of the Temple University Alumni Association (TUAA), fostered outreach to more than 360,000 alumni in 50 states and 143 countries worldwide

- ⇒ Led governance, planning, and engagement for alumni-elected Parliament, Executive Committee, and Officers volunteer boards; Oversaw TUAA budget and financial records (separate 501c3; independent investment portfolio and operating budget)
- ⇒ Guided 17 independently run School and College alumni associations in supporting enterprise University efforts

**Temple University**

**Associate Vice President, Advancement Communications**  
**Held Several Successive Positions Beginning in 2006**

**Philadelphia, Pennsylvania**

**2010 - 2011**

- ⇒ Oversaw university departments of Marketing and Branding, Creative Services, Alumni and Development Communications, and Donor Relations, managing up to 40 full- and part-time employees, directing spending of \$3M non-compensatory budget, and producing hundreds of print and electronic publications – including *Temple* magazine – for 350K+ constituents annually
- ⇒ Served as university brand manager, responsible for governing, maintaining, and continually refreshing graphic and editorial standards and outputs; drove ongoing quantitative and qualitative evaluation of constituent and general public perceptions
- ⇒ Tracked and analyzed cost/benefit of centrally and unit-based fundraising and stewardship communications budgets
- ⇒ Served as communications liaison between Institutional Advancement and Executive Office of the President; produced all advancement-related presidential communications, speeches, and correspondence
- ⇒ Developed and implemented marketing strategies for central fundraising and alumni relations teams; advised on advancement communications university-wide

**Leapfrog Group**

**Managing Director, Client Services**

**Philadelphia, Pennsylvania**

**2004 - 2006**

- ⇒ As founding Managing Director, helped develop and realize innovative business model for providing marketing and branding services for non-profits; Served as primary client liaison, generating significant new and return revenue; Assigned and supervised creative teams
- ⇒ Created and executed long- and short-term strategies for institutions of all kinds, including Thomas Jefferson University and Hospitals, University of Pennsylvania, Pennsylvania Academy of the Fine Arts, Moore College of Art and Design, WRTI Public Radio, St. Mary Medical Center, Philadelphia Mural Arts Program, and Philadelphia Museum of Art
- ⇒ Developed company voice and vision for marketing efforts; Represented company at trade and industry conferences and sales engagements

**Temple University**

**Assistant Director, Marketing Communications**

**Philadelphia, Pennsylvania**

**1999 - 2004**

- ⇒ Developed content for and managed production of direct marketing appeals, annual reports, major gift proposals, and other donor-centered communications vehicles
- ⇒ Prepared vice presidential and presidential communications including quarterly fundraising analysis, annual reports, speeches, and highest-level donor correspondence

**EDUCATION**

**Temple University**

**Bachelor of Arts, English**

Summa Cum Laude + Phi Beta Kappa

**National Wine School**

**Level Three Sommelier Certification**