

HARTLEY HOEXTER

Vested in Vision and Impact for the Greater Good



Linda C. Hartley
President, Hartley Consulting Inc.

Founded in 1999, HCI offers nonprofits the development and management tools to build leadership, increase support, and generate lasting social impact.

HCI combines creative problem solving with strategic board development, planning and fundraising to achieve bottom-line results. With eight associates HCI has successfully led four capital campaigns at once—in New York City, Westchester and the Catskills—with a combined goal totaling \$100 million. Overall HCI has helped raise over \$750 million for over 45 nonprofits, ranging from major institutions to start-ups.

Hartley's approach is informed by an MBA in management from New York University and more than 35 years experience in meeting fund-raising goals, advising and developing board leadership, directing capital campaigns, and planning/managing development programs.

Prior, Hartley was Vice President for External Affairs at The Cooper Union for the Advancement of Science and Art, responsible for raising \$7-8 million annually, recruiting and restructuring a staff of 30 and developing plans for a \$200 million capital campaign. As Associate Vice President of Bard College she helped plan and implement a \$134 million capital campaign; reconstituted the College's planned giving program; built an advisory board and established the first professional development operation for Bard Graduate Center, increasing its annual giving from \$375,000 to \$1.2 million in the first 20 months. Previously, she led development, campaign and major-planned gift efforts at the New School, the New York Public Library, Columbia University and New York University.

Community affiliations: Adjunct Assistant Professor, NYU Center for Philanthropy and Fundraising; Co-Chair, Nonprofit Leadership Summit at Bethel Woods Center for the Arts. Prior community service includes: VP, New York Women's Agenda; Vice Chair, Governance and Public Policy-AFP Greater NY; President-Women in Development, NY. Hartley lives with her husband in New York City and in the Catskills.

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Vivien Hoexter

President, Hoexter Executive Consulting

Founded in 2011, HEC offers a broad range of services—from strategic planning to fundraising, marketing and project management—to nonprofit organizations.

Hoexter works with nonprofits and foundations to develop and refine their strategies, market themselves more effectively and raise more money. She also coaches high-level executives currently in leadership roles and/or transitioning to new ones.

Current and past clients include American Geriatrics Society, Community Mainstreaming Associates, EngenderHealth, Foundation for Health in Aging, Initiative for Heritage Conservation NA, New York Psychoanalytic Society & Institute, Pardes Institute for Jewish Studies, The ZAC Foundation, Workmen's Circle and Young Judaea.

Prior, Hoexter was Vice President for Marketing and Development at John Jay College of Criminal Justice. She served as Chief Executive Officer of Gilda's Club Worldwide from early 2006 to late 2008. Hoexter and her team created a vision and strategic plan for the organization as a leader in the field of emotional and social support for people with cancer, their families, and friends. By implementing this plan, the organization increased its income by 55% from 2005 to 2006 and by 40% from 2006 to 2007.

Hoexter was a Vice President at AFS-USA, Inc., the leading high school student exchange organization, from 1998 to 2006. From 1993 to 1998, she was Director of Development at The Hunger Project. She has also worked as a product manager at CPC International, Inc., a Fortune 100 multinational, and as an assistant buyer at Lord & Taylor.

Hoexter graduated magna cum laude with a BA in History from Yale University and has an MBA in Marketing from the Wharton School. She lives in New York City with her husband and is an active volunteer with the Yale Alumni Nonprofit Alliance.

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