

Mary Ruth Carleton, CFRE

Of Counsel



Education: University of California, Berkeley, B.A., M.J.

Residence: Spokane, Washington

Experience

Mary Ruth joined Marts&Lundy as Of Counsel in 2019, bringing to the firm more than 25 years of advancement experience in higher education and health care. Her client portfolio includes work with higher education, arts and culture and conservation entities. She has served in interim positions with several clients.

Previously, Mary Ruth served at San Diego State University (SDSU) for 12 years as Vice President of University Relations and Development, and as President and CEO of the Campanile Foundation. At SDSU, she planned and led the University's first-ever comprehensive campaign which concluded in 2017 and raised \$815 million. At the time, the campaign was the largest campaign in the California State University system. During her tenure, SDSU was recognized as one of the top fundraising institutions in the country by CASE, the Council for Advancement and Support of Education. In addition to fundraising, Mary Ruth led SDSU's government and community relations efforts, marketing and communications, public affairs, and alumni relations.

Prior to joining San Diego State, Mary Ruth was Senior Associate Vice President for Development for the University of San Francisco where she built the major gift program for the University's successful \$175 million campaign. She also worked as a Vice President for Development for Scripps Foundation in La Jolla, California. Mary Ruth's early career includes 17 years as a TV news anchor and reporter, during which she worked for major broadcast networks and traveled extensively overseas, receiving an Emmy for her reporting work in Los Angeles.

Mary Ruth currently serves as a Trustee of the Board of the Spokane Symphony Orchestra and as a Trustee for the Mortar Board Nation Foundation.