



Karen L. Greene

Senior Consultant & Principal

EDUCATION Old Dominion University, B.A.

RESIDENCE Broad Run, Virginia

Professional Experience

Karen joined Marts & Lundy in January 2014, bringing with her 23 years of experience as a trusted advisor, thought leader and pioneer in the field of advancement operations. She possesses a broad spectrum of expertise including prospect research and management, stewardship, events, finance and budget, campaign management and strategic digital engagement strategies.

Prior to joining the Firm, Karen served as Associate Vice President, Development and Alumni Relations at the George Washington University, where she led preparations for the university's first ever \$1 billion fundraising campaign. She has chaired the APRA Foundation, served on the board of APRA, been a judge for the Council for Advancement and Support of Education (CASE) Excellence Awards and has been a frequent presenter for CASE, the Association of Fundraising Professionals (AFP), the Association of Professional Researchers for Advancement (APRA) and the Association of Lutheran Development Executives (ALDE).

A pioneer in the field of Internet-based prospect research, she co-authored a prize winning paper on the topic in 1993. While at ASU, her research team won the CASE Circle of Excellence – Gold Award in 2009 for their prospect management program. Her commitment, dedication and service to the field of prospect research were recognized in 2010 when she received the APRA Service Award, its highest distinction.

Prior to her work at George Washington University, Karen was Vice President of Operations and Special Projects at Arizona State University Foundation.

Representative List of Clients

Baylor University • Erlanger Health Foundations • Florida International University • George Mason University • Hill School • King's College • Lehigh University • Louisiana State University Foundation • Trinity Pawling School • University of Alabama • University of California, Merced • University of California, San Francisco • University of Kentucky • University of Maryland, Baltimore County