



Penelope A. Scarpucci, CFRE

Senior Consultant & Principal

EDUCATION University of Georgia, B.A.
Georgia State University
Graduate Studies in Business Administration

RESIDENCE Atlanta, Georgia

Professional Experience

Penny joined Marts & Lundy in 1995 after serving the nonprofit sector for 17 years in a variety of senior development positions at Duke University's Comprehensive Cancer Center, the University of Georgia, Emory University, the Atlanta Symphony and Case Western Reserve University. She served on the AFP Board and its Foundation Board for 15 years and is actively involved in CASE.

Penny's varied client portfolio includes arts and culture organizations, educational institutions, hospitals and medical centers, conservation organizations and more. Her work for the firm has included feasibility studies, development operations assessments and annual and capital campaign counsel. She also has teamed with other Marts & Lundy consultants to develop several survey projects for establishing baselines and best practices within the health sciences fundraising arena. Additionally, Penny was a founding member of our Health Sciences Practice and served as its leader for a decade. She also served on our firm's Board of Directors from 2005-2008.

Penny is a sustaining member of the Junior League of Atlanta. She serves on her church's Stewardship Board and served as founding secretary of its Foundation for six years.

Representative List of Clients

Alzheimer's Association • Boston Properties for the National Institutes of Health • Cancer Institute of New Jersey • Children's Healthcare of Atlanta • Children's Medical Center of Dallas
Cincinnati Children's Hospital Medical Center • Fred Hutchinson Comprehensive Cancer Center
Fox Chase Cancer Center • Georgia Institute of Technology • The Hope Foundation
University of Kentucky, Markey Cancer Center • The Menninger Clinic • Morehouse School of Medicine
New York Weill Cornell Medical Center • Parkland Foundation • Texas Heart Institute
The V Foundation for Cancer Research • University of Arkansas for Medical Sciences • University of Maryland, Baltimore County • University of Rochester Medical Center • University of Virginia
Vanderbilt University • Wake Forest University Baptist Medical Center