

Peter Hayashida

Chair of the Board of Directors
Senior Consultant & Principal



Education: UCLA, B.A.
California State University, Northridge, M.B.A.

Residence: Honolulu, Hawaii

Experience

Peter joined Marts&Lundy in 2022 and was elected Chair of the Board of Directors in March 2024. Peter has deep experience in advancement leadership, organizational culture, and talent management, as well as planning for and executing university campaigns. As Vice Chancellor for Advancement at University of California, Riverside from 2009 through 2021, Peter led development, alumni engagement, and communications & marketing at a Carnegie Research 1 institution enrolling 26,000 students in Southern California. In this role, Peter led UCR's first comprehensive fundraising campaign, surpassing its \$300 million goal; oversaw an institutional rebranding and visual identity initiative; launched an alumni census and facilitated a transition away from dues-based alumni membership; and served in a campus leadership role during The Great Recession and the COVID-19 pandemic.

Previously, Peter spent 19 years at UCLA and was on the advancement executive team that ran and closed UCLA's second comprehensive fundraising effort. Campaign UCLA generated more than \$3 billion for faculty research, student success, programs, and facilities, and transformed the University's culture of philanthropy.

Peter is an active CASE volunteer, former trustee, and frequent speaker and conference chair. He served for a decade on the faculty of the CASE Summer Institute in Educational Fundraising and was recognized with the Crystal Apple for Teaching Excellence. Peter has contributed chapters to published books on campaign management; diversity, equity, and inclusion; and advancement leadership.

Peter spent 10 years on the Board of Directors of the Los Angeles LGBT Center, the world's largest healthcare, social service, and arts & culture organization serving LGBTQ+ individuals and communities.