

Jessie Brooks, M.B.A, CFRE

Senior Consultant & Principal



Education: The University of New Mexico, B.S.

Residence: Atlanta, Georgia

Experience

Jessie Brooks is a nationally recognized advancement executive and strategic advisor with more than 26 years of experience leading transformational fundraising and organizational growth at some of the nation's most respected higher education institutions. In 2024, he joined Marts&Lundy, where he partners with colleges and universities to design and execute bold advancement strategies, strengthen philanthropic performance, and build high-impact programs that fuel institutional ambition and long-term success.

Previously, Jessie served as Senior Vice President for Institutional Advancement at Spelman College and as a key member of the College's senior leadership team. He provided vision and executive leadership for the College's entire advancement enterprise, aligning fundraising, alumnae engagement, and donor strategy with institutional priorities. During his seven-year tenure, he led the advancement team through the most ambitious comprehensive campaign in Spelman's history, surpassing its \$250 million goal and raising an extraordinary \$339 million. This historic achievement elevated Spelman's national philanthropic profile and significantly enhanced its capacity to support students, faculty, and strategic initiatives.

Prior to Spelman, Jessie served as Senior Director of Development for the Scripps Institution of Oceanography at the University of California, San Diego, for five years where he secured major and principal gifts to advance globally significant research addressing climate change, environmental sustainability, and ocean science. His work helped connect visionary donors with groundbreaking scientific discovery and impact.

Jessie also held senior leadership roles at San Diego State University during an eight-year tenure, including Associate Vice President and Assistant Vice President for University Development, where he provided executive leadership for development staff and operations during a successful comprehensive campaign. Earlier in his career, he held advancement leadership roles at the University of Washington and began his professional journey at the Thunderbird School of Global Management, building a strong foundation in corporate and foundation relations.

Throughout his career, Jessie has earned a reputation as a visionary and collaborative leader who builds high-performing teams, strengthens advancement infrastructure, and inspires a

culture of excellence and accountability. He is a trusted advisor to presidents, trustees, and senior leaders on campaign strategy, donor engagement, and organizational effectiveness.

Deeply committed to the mission of higher education, Jessie is passionate about the transformative power of philanthropy and dedicated to mentoring the next generation of advancement professionals. His leadership continues to help institutions expand opportunity, elevate their impact, and secure a stronger future.