

Matt Romkey

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Experience

Vice President, Enrollment and External Engagement

Mercy College of Health Sciences (Des Moines, IA)

June 2018 – Present

- Achieved the highest number of prospective student applications (Fall 2018 and Spring 2019)
- Assisted with bringing in the largest new student class (Spring 2019)
- Implemented a complete rebrand of the Mercy College of Health Sciences image

Vice President, Marketing and Development

Mercy College of Health Sciences (Des Moines, IA)

Aug 2017 – Jun 2018

- Helped secure a \$1.79 million grant by the U.S. Department of Health and Human Services, the largest grant in the College's history that will support nursing outreach in rural Iowa.
- Responsible for the second largest fundraising year in school history (Fall 2017)

Director of Development, Children's Miracle Network Hospitals

University of Florida Health (Gainesville, FL)

Apr 2016 – Sep 2017

- Responsible for fundraising more than \$14 million annually to support the University of Florida Department of Pediatrics and UF Health Shands Children's Hospital
- Supervise a staff of 11 located in satellite offices across FL who collectively represent the second largest fundraising Children's Miracle Network Hospitals affiliate in North America
- Manage compliance, legal, accounting, gift processing, and governance issues for two separate 501(c)3 offices
- Implement strategies across multiple mediums to increase peer-to-peer fundraising from \$3.8 million in 2014 to \$5 million in 2015

Senior Associate Director of Development, Children's Miracle Network Hospitals

Beaumont Health (Royal Oak, MI)

Apr 2016 – Sep 2017

- Was responsible for fundraising more than \$4.1 million annually in a nine-county territory in Southeast Michigan through corporate partner development, programs such as Radiothon, Dance Marathon, Extra-Life and local fundraising initiatives
- Managed a fundraising staff responsible for increasing annual fundraising from \$1.9 million in 2011 to \$4.1 million in 2014, nearly a 115% increase
- Implemented strategic cultivation, stewardship, recognition and event marketing opportunities for donors, volunteers and Miracle Families through direct mail pieces, electronic newsletters, media marketing and social media

Development Manager, Children's Miracle Network Hospitals

UnityPoint Health – St. Luke's (Sioux City, IA)

Apr 2016 – Sep 2017

- Responsible for fundraising nearly \$400,000 annually
- Increased annual fundraising nearly \$100,000 in first year of employment, almost one third of the previous year's fundraising
- Developed multi-year strategic fundraising, marketing and direct mail campaigns to support clinical outcomes in a 22-county fundraising territory in Iowa, Nebraska and South Dakota

Civic Leadership

- Greater Des Moines Partnership, Workforce Development and Talent Development, *Board Member*
- Mercy Foundation, *Mercy College Representative*
- Rotary Club of Des Moines, Member – *International Service Committee Member*
- Des Moines Downtown Chamber of Commerce, *Ambassador*
- Hough Foundation, *Board Member*
- Loras College, *Young Alumni Advisory Board Member*
- National Association of Nonprofit Organizations & Executives, Board of Governor's
- Make-A-Wish America, *Wish Granting Volunteer*
- Lions Club International, *Silent Children's Fund Board Member*

Education

Western Illinois University

Master of Business Administration, MBA Candidate

Loras College

Bachelor of Arts, Public Relations & Business

2006 – 2010