

## Professional Development Series: Leader Panel Thursday, January 29

### **Blending Politics, Marketing & Fundraising: Tips from the Top**

Learn from leaders who blend a layered and nuanced approach to these touchy topics in very visible organizations. How do they do it? Can it work for you? Bring your questions and join us for a lively panel discussion. And stay afterward for a networking opportunity with these leaders and your peers.

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#### **Jennifer Collins, Executive Director, Madison Library Foundation**

Jenni joined the Madison Public Library Foundation as Executive Director in December of 2010. From 2007-2010 she served as Director of Development and External Relations for the Madison Children's Museum.



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#### **Liz Eversoll, Founder and CEO, SOLOMO Technology, Inc.**



Liz Eversoll has spent the last 20 years in the IT industry and has extensive experience as a business owner, IT executive, technology services and reseller executive, and consultant. She is a serial entrepreneur. She sold her first business to Berbee and built their Microsoft business and then went on to run the CDW multi-billion dollar software business to market-leading and worldwide award-winning achievements. She is an active participant in the WI startup community and sits on a number of boards mentoring young technology startups. Her passion is building businesses with great teams, strong vision and disruptive potential. She started SOLOMO in 2010 in response to the major market trends of our time – the rapid explosion of mobile devices around the world, the boom in social media and social connectedness over the internet, and the movement toward increasingly local products and services. Together, these (So)cial, (Lo)cal, and (Mo)bile trends are called “SOLOMO.”

20+ years in IT leadership; CDW, Conoco, TDS, Berbee

BS, University of Houston

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**Dr. Cathy Sandeen, Chancellor University of Wisconsin Colleges and UW-Extension**

Cathy Sandeen, Ph.D., began her appointment as the third chancellor of the [University of Wisconsin Colleges](#) and the [University of Wisconsin-Extension](#) on December 15, 2014.



These two institutions of the [University of Wisconsin System](#) are led by one chancellor and are integrated at the administrative level to provide cost-effective educational opportunities to Wisconsin's 5.7 million residents. UW Colleges, which serves almost 14,000 traditional and nontraditional students, is comprised of 13 freshman/sophomore campuses around the state and UW Colleges Online. UW-Extension partners with 72 counties, three tribal nations, and statewide and local public and private organizations to bring lifelong learning to Wisconsin's children, youth and adults.

As leader and chief administrator of UW Colleges and UW-Extension, Sandeen is responsible for the academic, financial, development and administrative aspects of both institutions. She reports to the UW System president and Board of Regents.

Sandeen previously was vice president for education attainment and innovation at the American Council on Education (ACE), the nation's largest and most visible association representing all sectors of higher education. She provided oversight for ACE's efforts to increase postsecondary educational attainment, capitalizing on her expertise in technology and higher education innovation, nontraditional students, prior learning assessment, and alternative credentials. She also oversaw ACE's Center for Education Attainment and Innovation, including major grant programs, the ACE credit recommendation service, veterans' programs and development of new initiatives.

From 2006 to 2012, Sandeen served as dean of UCLA Extension at the University of California Los Angeles. Serving more than 50,000 students per year, UCLA Extension is one of the nation's largest programs reaching nontraditional students with a variety of innovative programs.

Sandeen has more than 22 years of leadership experience at three University of California campuses. Prior to joining UCLA, she served for six years as vice provost and dean of University Extension and the summer session at University of California Santa Cruz. There she focused on strengthening ties with Silicon Valley companies and governmental and community organizations and expanded international programs and partnerships. Prior to UC Santa Cruz, she held several positions at University of California San Francisco.

A prolific writer and speaker, Sandeen has published and presented widely on various aspects of educational innovation and nontraditional students and has received major grants. She is the 2009 recipient of the Research and Scholarship Award by the University Professional Continuing Education Association.

Sandeen earned a Ph.D. in communication from the University of Utah and a Master of Business Administration degree from the UCLA Anderson School of Management. She was an American Council on Education (ACE) Fellow in 2010-11.

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**Susan Yackee, Director, La Follette School of Public Affairs, Professor of Public Affairs and Political Science**



Susan Webb Yackee is a Professor of Public Affairs and Political Science, and is the Director of the La Follette School of Public Affairs.

Her research and teaching interests include the U.S. public policymaking process, public management, regulation, administrative law, and interest group politics. Yackee has published articles in a number of journals, including the *Journal of Politics*, *Public Administration Review*, *Journal of Public Administration Research and Theory*, *British Journal of Political Science*, and *Journal of Policy Analysis and Management*.

In 2013, the university awarded Yackee the H.I. Romnes Faculty Fellowship, which honors outstanding faculty members for their research contributions. Additionally, she received a \$500,000 Innovations in Regulatory Sciences Award from the Burroughs Wellcome Fund. She is using this grant to study regulatory policymaking at the U.S. Food and Drug Administration.

Yackee and La Follette School Professor Don Moynihan were the co-leaders of the 2013 Public Management Research Conference in Madison. The conference attracted 370 scholars from more than 20 countries.

In the past, Dr. Yackee was a Robert Wood Johnson Foundation Scholar in Health Policy Research at the University of Michigan in Ann Arbor. She has also served as a Smith Richardson Domestic Policy Fellow, a UW-Madison Vilas Associate Professor, and a Harry S. Truman Scholar. Her research has received four separate "Emerging Scholar Awards" from the top professional associations in her field. Before beginning her academic training, Yackee worked as a legislative research assistant in the U.S. Senate.