

UC SANTA BARBARA

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Eileen Conrad

GREINKE LEADS UCSB DEVELOPMENT OFFICE

Gary A. Greinke, former associate vice president of the University of Cincinnati and chief operating officer of the university's foundation, has been named associate vice chancellor for development at UC Santa Barbara. He will also serve as executive director of The UCSB Foundation.

"We are fortunate to have a person of Gary's experience and integrity leading the UCSB development team," said UCSB Chancellor Henry T. Yang. "His extensive leadership and proven fund raising ability in both public and private education will enable UCSB to build on an already highly successful program."

At UCSB, Greinke will manage the office of development, which generates private support for the campus in the form of gifts from individuals, foundations, and corporations for all campus programs, including student scholarships, academic programs, teaching, research, and athletics. He will oversee a staff of nearly 50 and will serve as executive director of The UCSB Foundation, the principal volunteer fund-raising organization for the campus.

"I'm honored to have the opportunity to work with the UCSB campus community, alumni, donors and friends in attaining new resources for university designated priorities," said Greinke, who already has taken up his new duties. "UCSB's outstanding programs merit strong support."

A development professional with 20 years of experience in higher-education fund raising, Greinke most recently was associate vice-president for development at the University of Cincinnati, which has 18 colleges spread across five campuses. Greinke, who also served as chief operating officer of the University of Cincinnati Foundation, helped the institution achieve a significant increase in philanthropic support and provided staff leadership to complete a major capital campaign that surpassed its \$300 million goal. Earlier, Greinke served in a variety of positions in institutional advancement, including senior posts at Valparaiso University and the Cranbrook Educational Community.

"Gary has devoted his career to improving education through fund raising," said John M. Wiemann, UCSB's vice chancellor for institutional advancement, of which development is a part. "He joins UCSB at a time when our alumni and friends, UCSB Foundation trustees and volunteers, distinguished faculty, and staff are working together to help generate new levels of support for this outstanding university."

Greinke holds a juris doctor degree from the University of Nebraska and has completed the Institute for Educational Management at the Harvard Business School. He also was a fellow of the American Council on Education in academic administration.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.