

Dan Ciubancan, *Adjunct Counsel: Prospect Development & Analytics*



Dan Ciubancan serves as Adjunct Council for Ter Molen Watkins & Brandt. His areas of expertise include campaign planning, prospect identification & prospect management, analytics implementation, metrics, reporting, and grateful patient fundraising.

Dan has served in a variety of development roles. He served as the Director of Prospect Research, Management and Analytics (PRMA) at Duke University, where he managed a 19-person team of prospect researchers, data analysts, prospect management staff and statisticians. While at Duke, Dan initiated and oversaw several new departmental processes, including building the analytics team and establishing the presidential and principal gifts research team; instituting an executive prospect management committee to address prospect management policies across the University; and working with Duke's IT, Development, Schools and Divisions teams in developing a new customer relationship management (CRM) development database and tracking system.

Dan has also served as Director of Strategic Research and Analysis (SRA) at The University of Chicago Medical Center Development (MCD) office. There he developed the Total Quality Portfolio Analysis, penetration and balancing tool for all MCD fundraisers, and on a quarterly basis, conducted portfolio analysis with every fundraiser and their managers to assess portfolio potential, penetration activity, balance portfolio if needed, and progress toward goals. He also successfully closed University of Chicago Medical Center's Spark Discovery \$811 Million Campaign and designed and developed MCD's \$1.2 billion campaign feasibility study analysis for its next campaign.

Prior to The University of Chicago, Dan was Director, Prospect Research and Prospect Management at Western Illinois University (WIU), where he established and developed the prospect research and management function for Advancement Services, developed the WIU campaign metrics portfolio reporting system, and trained the new DOs and development staff on new system.

Dan received bachelor's and master's degrees in mechanical engineering from Technical University of Cluj-Napoca in Romania as well as a diploma in computer programming. He also holds a master's degree in accountancy and an MBA from Western Illinois University. Dan speaks fluent Romanian and English.

