

Lucia Petrie, Senior Counsel



For more than 25 years, Lucia Petrie has been engaged in building financial capacity for non-profit institutions.

As the Milwaukee Art Museum's Senior Development Director, she was a member of the Museum's eight-member senior management team. Lucia was responsible for building the fundraising infrastructure from an annual campaign to a complete development program consisting of grant writing, major gifts work, corporate sponsorship, planned giving and a capital campaign. The culmination of her work at the Museum was the campaign for the Calatrava addition, which raised \$100 million.

In October 2002, Lucia became the Vice Chancellor of Development at the University of Wisconsin Milwaukee working closely with the UWM Foundation. Through the reorganization of the University's fundraising staff and a dramatic increase in donor contacts, UWM met its \$100 million campaign goal in 54 months, 18 months ahead of schedule.

Lucia holds a degree in Philosophy from the University of Michigan. She was elected and served on the Shorewood School Board and the Shorewood Village Board. Current volunteer activities include working with Clean Wisconsin and the Door County Land Trust as well as the Shorewood Foundation Board. Lucia is a CFRE and a member and past president of both Professional Dimensions and the Greater Milwaukee Association of Fundraising Professionals. She lives in Milwaukee.