

Rich Wretman, *Senior Counsel*



Rich Wretman had a successful 36-year career in the field of higher education advancement, all at The University of Iowa. His final 29 years were spent in leadership roles at The University of Iowa Foundation.

While at the UI Foundation, Wretman served as a front-line development officer for four different colleges. He secured numerous major and principal gifts (up to and including eight figures) during that time and led two collegiate capital campaigns.

For the last 15 years of his tenure, he supervised the Main Campus development officers, which numbered as high as 30. As Vice President of Main Campus Development, he managed the fund raising efforts for eight colleges as well as two Arts programs and Intercollegiate Athletics. He also served on the Foundation's Management Team and helped design and execute two \$1 billion+ comprehensive campaigns.

He has extensive experience in all areas of higher education development work. His areas of expertise include major gift fund raising, campaign planning and execution, and fund raising management. He has served as a lecturer in the UI Colleges of Business, Law and Liberal Arts & Sciences.

He received his Bachelor's degree in Marketing from The University of Northern Iowa and a Master's degree in Journalism and Mass Communication from The University of Iowa.

