

Bruce R. Matthews, CFRE

Bruce Matthews has 29 years of advancement experience in higher education, the arts and public broadcasting. Mr. Matthews currently helps direct Campbell & Company's higher education practice and has extensive experience with public institutions and their affiliated foundations. As a practitioner, Mr. Matthews worked effectively in large, complex institutions by facilitating a collaborative approach to fundraising involving staff, academic leaders and volunteers.

Mr. Matthews joined Campbell & Company in 1999 from Rensselaer Polytechnic Institute (RPI) in Troy, New York, where he managed a staff of 50 and helped craft the strategy for a comprehensive campaign. Previously, he spent eight years as the senior development officer in the University of Wisconsin—Madison's College of Engineering. While there, Mr. Matthews was involved with the University's first comprehensive campaign, the \$475 million *Campaign for Wisconsin*, and helped organize the College of Engineering's \$100 million Vision 2000 campaign. Mr. Matthews also served as the director of marketing and development for Wisconsin Public Radio and the general manager of symphony orchestras in Rochester, Minnesota and Madison, Wisconsin.

Mr. Matthews is a graduate of the University of Wisconsin—Madison and the University of Idaho, receiving degrees in music performance specializing in the French horn. As a musician, Mr. Matthews played in several symphony orchestras in his native Wisconsin. Later, as a member of both the music faculty at the University of Idaho and the Spokane Symphony Orchestra, he performed and lectured throughout the intermountain West and Canada. Mr. Matthews currently teaches a class in major gift fundraising at the Northwestern University School of Continuing Studies.