



## Nathan Clark President & CEO | Synnovate Group

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Nathan Clark is the founder, President and CEO of SYNNOVATE GROUP (SYNNOVATE, LLC). He is a passionate mentor, teacher, and lecturer on fundraising and purposeful philanthropy. Nathan brings more than 20 years of leadership experience in practicing fundraising, marketing, communications, and management from professional work in both the public and private sectors.

### CONSULTING PHILOSOPHY:

As the lead consultant of SYNNOVATE GROUP, Nathan's pursuit is to help you:

- **IDENTIFY.** Analyze areas where improvement is needed; gauge and set clear expectations.
- **SYNERGIZE.** Ignite positive morale, sincere collaboration, and collective success among teams.
- **INNOVATE.** Implement innovative solutions and customized processes unique to each organization.
- **ELEVATE.** Increase and measure individual and team performance strengthening your mission.

### EDUCATION & CERTIFICATIONS:

Nathan has a bachelor's degree in Public Relations and an MBA from Weber State University. He is a registered professional fundraising consultant with the State of Utah. He serves as a Board of Director for the Association of Fundraising Professionals (AFP) Utah Chapter, is a member of the Council for Advancement and Support of Education (CASE), and a certified practitioner for Myers & Briggs Type Indicator.

### PROFESSIONAL EXPERIENCE:

Nathan served as the Vice President of Individual & Planned Giving for United Way of Salt Lake (UWSL) and was promoted to Chief Development Officer six months later where he led a 16-member Resource Development team, directed all the organization's fundraising and stewardship, and managed two volunteer councils. While there, he launched a new major gifts campaign securing UWSL's largest local multi-million dollar gift in history. He transformed their fundraising practices through the implementation of a new Salesforce CRM platform, individual performance metrics, and improved donor stewardship. He is a passionate advocate in advancing community change through data-driven results and the innovative practices of "Collective Impact" (*Stanford Social Innovation Review, 2011*).

Prior to this, Nathan worked for 10 years at Weber State University. As a Senior Development Director, he raised millions in major gifts, grants, and corporate sponsors supporting student scholarships, faculty, and capital projects. These funds have supported a variety of university needs including student scholarships, faculty research, lectures, capital projects and the establishment of named academic programs like the [\*Richard Richards Institute for Ethics\*](#) and the [\*Olene S. Walker Institute of Politics & Public Service\*](#). He was a key member of the University Advancement team in helping WSU raise \$164 million during its most successful capital campaign which ended in 2016. Nathan implemented and managed multiple volunteer advisory and fundraising boards. He launched and managed for several years the University's entire annual giving program consisting of direct mail, phoneathons, giving societies, e-solicitations, and newsletters.

On a national and international level, Nathan worked as the Marketing and Media Relations Director for the National Center on Shaken Baby Syndrome facilitating education and prevention of child abuse throughout the US and Canada. He helped the organization expand and diversify their fundraising efforts, wrote grants, and launched their first annual fund campaign. He was instrumental in managing the agency's first government contract with the US Department of Defense for a customized shaken baby syndrome prevention kit for military families. Above raising money, Nathan absolutely enjoys raising his family. He and his wife are the proud parents of two fun, active children. Nathan loves the outdoors and enjoys basketball, softball and golf.