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Smith Named Chief Financial Officer for McPherson Associates

(Malvern, PA) – Runica Smith has been promoted to Chief Financial Officer (CFO) for Malvern, Pa.-based fundraising agency McPherson Associates, Inc.

Smith, who spent the past two years as the company’s part-time Finance Manager, will oversee several aspects of the firm’s financial and administrative work, including financial strategy and accounting, human resources, contracts management, IT partnerships and asset building.

Prior to joining McPherson Associates in 2010, Smith spent more than a decade working in various finance and accounting positions for both small and large businesses, including Siemens Medical Solutions, Inc. and CoreProfit Solutions, Inc. She holds a BS in Accounting from San Francisco State University and an MBA from Strayer University.

As McPherson’s Finance Manager, Smith helped streamline several processes and reports, making the company financial systems more efficient and effective. She was also instrumental in helping the company prepare for its recent transition of ownership.

“Runica is a core member of our management team and brings an excellent blend of experience, entrepreneurship and dedication to her position,” said McPherson Principal and CEO, Tim Oleary. “We will rely heavily on her skills and insight as we grow our company in the months and years ahead.”

As full-time CFO, Smith will assist the company’s new owners in developing growth plans and creating the next generation of tools and services for the agency’s clients and employees.

“Making sure we can serve our clients well is one of our top priorities,” said Carol Leister, company Principal and Chief Operating Officer. “Promoting Runica is just a first step in assembling a strong team that will enable McPherson Associates to provide the level of support our clients need during this changing fundraising landscape”

Oleary will lead the company's strategic direction and business development after spending 10 years in client services and corporate management, most recently as Vice President and Chief Operating Officer. With a career spanning more than 17 years, he is accomplished in strategic communication and fundraising.

"We are very excited about this opportunity and look forward to continuing our role to help nonprofits enhance their fundraising programs and their engagement with their constituents in the community," Oleary said. "We will offer forward-thinking strategies and practical services amidst the rapidly changing fundraising climate."

Oleary will continue to manage clients and provide fundraising insight for the company's clients and partners.

Leister will oversee corporate operations and strategic planning and will continue to manage clients and fundraising projects. She is a leading fundraising strategist, having held key positions in membership and development for several nonprofit organizations during her 25-year career, and is an expert in organization and process management.

"We look forward to building on the 27 years of legacy and success of McPherson Associates," said Leister. "Putting our clients first will be a top priority as the fundraising landscape continues to evolve, with a focus on the changing relationships that donors are seeking they support and the new technologies that can foster these relationships. We hope to bring the next generation of thinking to the work we do every day," she added.

McPherson's 40-year career in nonprofit fundraising has had a profound impact on the nonprofits he has worked with and the industry as a whole. He founded McPherson Associates in 1984, and his roster of clients have included major U.S. universities, libraries, women's rights funds, public broadcasting stations, conservation groups and more. Internationally, he has worked with the United Nations Environment for Europe program, Boys Town South Africa, Mama Cash, and the American University in Bulgaria.

"Tim and Carol have exactly the right mix of vision, skills and values so important to our sector right now," McPherson said. "I couldn't be more pleased that they can take the world of McPherson Associates in new directions. I'm equally pleased by the chance to continue contributing to the success of our clients as Chief Innovator."

McPherson has advised prominent figures, including Coretta Scott King and former President Jimmy Carter, and is an adjunct faculty member at New York University. He is the author of *Digital Giving: How Technology is Changing Charity* (iUniverse, a Barnes & Noble Company, 2007).

McPherson Associates is a private company headquartered in Malvern, Pa., with offices in New York City. The company provides a multitude of fundraising and direct marketing services to nonprofits and NGO's.