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NextGen Adds McKenney to Senior Management Team

BERWYN, Pa. –Next Generation Fundraising, the Berwyn, Pa.-based direct marketing and consulting agency serving nonprofit organizations, has announced the hiring of Ingrid McKenney as Vice President of Client Services.

McKenney comes to NextGen after serving as Interim Executive Director of External Relations for the University of California-Berkeley College of Letters and Sciences. She replaces Jay Janszen, who now leads sales, marketing and business development as the new V.P. of Business Strategy.

During her seven years at Berkeley, McKenney relaunched the College’s Annual Fund and led development operations and donor engagement activities. She also led the Deans and Assistant Deans in articulating strategy and branding, and in partnership with the Executive Dean, developed the College-level Campaign fundraising narrative.

Before that McKenney spent a year as Director of Development and Marketing at East Bay SPCA and four years as Senior Account Manager at Drakes Bay Fundraising, where she led accounts in animal welfare, public broadcasting and managed the American Red Cross Chapter Direct Response Program.

“We are looking forward to Ingrid joining NextGen. With her deep fundraising expertise, her insightful curiosity and her strength as a leader, Ingrid will help us continue to build our team and serve our clients as we address the opportunities and challenges they face,” said Managing Partner and COO Carol Leister.

McKenney began her career in the for-profit packaged goods sector in marketing and brand management for companies such as Del Monte Foods, The Clorox Company and Welch’s Foods. She is a graduate of Wesleyan University and earned an M.B.A. from Cornell’s Johnson School of Management.

“We’re thrilled to be adding such an experienced marketer and fundraiser and just a brilliant mind,” said NextGen CEO and Managing Partner Tim O’Leary. “Ingrid is a true representation of the kind of leaders we want and need in our company.”

With offices in Philadelphia and San Francisco, NextGen is the premier provider of direct response marketing and strategic fundraising services to mid-sized and regional nonprofit organizations. As a catalyst for change, NextGen helps its clients better connect with their supporters so they may raise the money necessary to deliver on their important missions. NextGen works with organizations in conservation, higher education, Veterans affairs, public media, human welfare, arts and culture, animal shelters, and more.

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