

Contact

www.linkedin.com/in/chris-marshall-cmac (LinkedIn)
cmac.me (Company)

Top Skills

Fundraising
Alumni Relations
Higher Education

Chris Marshall

Founder and CEO at Chris Marshall Advancement Consulting
Bethlehem, Pennsylvania

Summary

Senior higher education advancement professional with 18 years of fundraising and alumni engagement experience.

Twelve years of experience working with university leadership at two top ranked national research universities – Lehigh University and Cornell University.

Five years of experience serving as an alumni engagement consultant for over 100 clients at one of the top alumni engagement and philanthropic consulting practices in the United States - Grenzebach Glier and Associates (GG+A).

Possess strong leadership, interpersonal, and communication skills. Highly successful in engaging the buy-in and support of key stakeholders in executing new initiatives. Strategic planner, creative thinker, consensus builder with a strong work ethic. Proven success in building and leading large teams in complex organizations.

Experience

Chris Marshall Advancement Consulting

Founder
March 2019 - Present
Bethlehem, PA

We are a full-service advancement consulting firm focused on the education sector. We bring extensive experience from our work with over 100 clients in higher education, independent schools, and non-profit organizations. We specialize in alumni relations but offer consulting services in all advancement areas.

Graduway

President, Graduway North America
August 2017 - Present
Bethlehem, Pennsylvania

Graduway is the leading provider of alumni networking platforms. Founded in 2013, Graduway's software provides an easy and simple way for institutions to engage their alumni, students, and supporters through a powerful platform – enabling them to connect with each other. Graduway is also recognized as a thought leader in alumni relations through its conferences, blogs, and books. Today, Graduway has 400+ clients and operates in more than 50 countries.

Grenzebach Glier and Associates

Senior Vice President and Managing Director

January 2013 - August 2017 (4 years 8 months)

Pittsburgh, Pennsylvania

Cornell University

Associate Vice President for Alumni Affairs

June 2008 - January 2013 (4 years 8 months)

Ithaca, New York Area

Lehigh University

18 years 11 months

Executive Director, Alumni Association

September 2001 - June 2008 (6 years 10 months)

Head Coach of Swimming

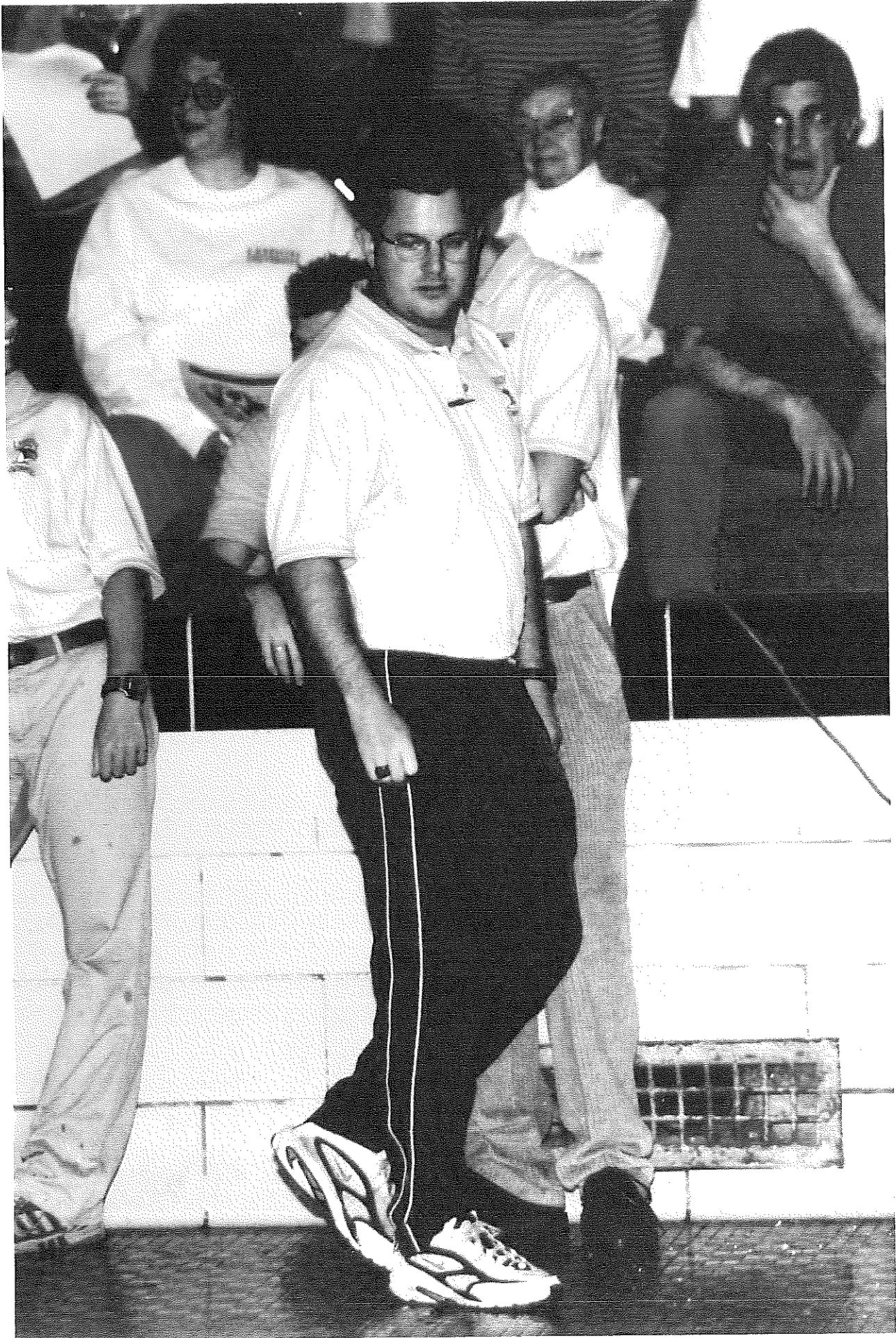
August 1989 - September 2001 (12 years 2 months)

Education

Lehigh University

BA, Architecture · (1984 - 1988)





Chris Marshall: Lehigh Men's Swimming 1985-1988 (Coached From 1989-2001)

- Does not currently hold any Lehigh records
- League Champion:
 - 1988: 100 Backstroke
- Patriot League Male Coach of the Year:
 - 1993, 1994, 1995, 1996, 1997, 1999
- Patriot League Female Coach of the Year:
 - 1998, 2000, 2001
- Coaching Record Men:
 - 76 wins
 - 37 loses
 - Percentage: .673
- Coaching Record Women:
 - 73 wins
 - 46 loses
 - Percentage: .613
- Coaching Record Combined:
 - 149 wins
 - 83 loses
 - Percentage: .642

ECC League Finishes:

1985:

- 100 yd Backstroke: 9th
- 200 yd Backstroke: 8th

1986:

- 200 yd Backstroke: 4th
- 100 yd Backstroke: 3rd

1987:

- 100 yd Backstroke: 6th
- 200 yd Backstroke: 4th

1988:

- 100 yd Backstroke: 1st
- 200 yd Backstroke: 2nd

- Held records in the 100 yd Backstroke, 200 yd Backstroke, and 400 Medley Relay team at one point in Lehigh History
- Received 1988 ECAC Honors at Lehigh
 - 4 year starter
 - 3.1 GPA w/ major in architecture
 - President/Advisor of Residence Halls Council
 - Gryphon Society Tutor
 - Assistant Hall Director

- Member of the Network Advisory Committee
- Listed in Outstanding College Students of America
- Dean's List Student
- Recipient of Bosey Reiter Leadership Cup
- Received Dean's of Student Leadership Award
- Received Contribution to Student Life Award
- Executive Director of Alumni Association

E. W. Spitzig, Jr.
3618 Hickory Hill Road
Bethlehem, PA 18015
(610) 691-6191 Fax (610) 691-3732

June 14, 2005

Mr. Jeff Torial
Sports Media Relations Director
Lehigh University
641 Taylor Street
Bethlehem, PA 18015

Dear Jeff:

The following is the documentation in support of Chris Marshall for election to the Lehigh Athletic Hall of Fame.

Name: Christopher V. Marshall

Address: 27 Memorial Drive
Bethlehem, PA 18015

Date of Birth: June 9, 1966 Place of Birth: Philadelphia, PA

Date of Death: N/A

Current Position/Status: Executive Director, Lehigh Alumni Association

Phone: (610) 758-3135

This nomination is for distinguished achievement as a(n):

Athlete Coach Other

Sport(s): Swimming

Athletic Achievement/Honors:

Head Coach for Men's and Women's Swimming for 12 years. Women's team won the Patriot League Championship in 1998, 2000, 2001. Men's team won Patriot League in 1999, the nucleus of his team won again in 2002, after Chris had moved to the Lehigh Alumni office.

During his tenure as the most successful swimming coach in Lehigh history Chris' teams won two out of every three meets in which they participated, his winning percentage for men was 69% (81-37) and women 61% (75-47). In addition to the Patriot League Championships his men's teams also had 9 second place finishes and a third. The women's team had one second place and three third place finishes.

Chris recruited and developed 115 scholar athletes, men and women, into individual Patriot League Champions. In addition, 74, both men and women, earned recognition as All Patriot League.

He had three men and one woman who were recognized as Patriot League

Swimmers of the Year.

Graduation rate for Chris' scholar athletes:

Women recruited	103
Women graduated	103
Men recruited	119
Men graduated	118

Graduation rate, 221 out of 222, 99.5%. This is what scholarship, athletics and success are all about.

Chris, by vote of the Patriot League coaches, was selected Men's Coach of the Year five times, '93, '94, '96, '97, '99 and Women's Coach of the Year three times, '98, '00, '01. A most impressive record considering he was recognized, by his peers, for six consecutive years, '96-'01.

In both Men's and Women's meets there are 21 individual swimming events. Chris coached both teams to 20 Lehigh records out of 21 possible.

As an undergraduate swimmer, he earned four year Varsity letters, at Lehigh, 1984-1988, he was an East Coast Conference finalist in the 100 and 200 backstroke all four years. In 1988 he won a gold medal in the 100 back and a silver in the 200 back, setting Lehigh records, at that time. Further, he was an EISL qualifier all four years he competed.

Academic Achievements: B. A. in Architecture

Married Status: Divorced

Children: Logan, Madison, Wyatt

Community Service: Served over 10 years as a Little League Baseball coach

Additional Information: In high school Chris was his teams MVS for four years
He held his high school's team records in 10 of 11 events
New Jersey State Qualifier, four years
All Conference, four years
All State New Jersey, two years
National YMCA qualifier, three years

Accomplishments of student Athletes recruited by Chris:

Jeff Cline '96 M. D. University of Utah '00, graduated 1st in Med. School Class, currently an Orthopedic Surgeon in San Diego, CA, #4 all time in points scored swimming for Lehigh.
Dan Rodenhaver '97 Captain, USMC served in combat

in Iraq while on active duty 2000-2004.

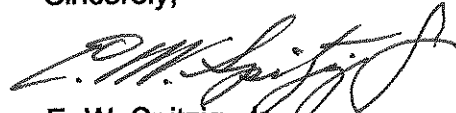
Casey Bahrenburg '97 #5 all time point scorer for Lehigh women, currently ESPN Regional VP for Marketing.

Bryan Dunker '01 Captain, US Army 2001-2005, currently serving his second tour of duty in Iraq.

Lauren Aires '02 #2 all time point scorer for Lehigh women

Bing Padmasankha '03 Home: Bangkok, Thailand
#1 point scorer, all time, in Lehigh men's swimming history.
Currently a Master's candidate at Rhode Island School of Design.

Sincerely,



E. W. Spitzig, Jr.

OFFICIAL NOMINATION TO THE LEHIGH UNIVERSITY ATHLETICS HALL OF FAME



Lehigh Athletics Hall of Fame
Taylor Gymnasium #38
641 Taylor Street
Bethlehem, PA 18015

Nominee Information

1. Name: Chris Marshall

2. Address: 27 Memorial Drive
Bethlehem, PA 18015

3. Date of Birth: June 9, 1966 Place: Philadelphia, PA Date of Death:

4. Current Position/Status: Executive Director, Lehigh Alumni Association Phone: 610-758-3135

5. This Nomination is for distinguished achievement as a(n):

	Athlete	Coach	X	Charter Member	Other
Sport (s)	Swimming				

6. Athletic Achievements/Honors:

As an undergraduate swimmer, he earned four year Varsity letters, at Lehigh, 1984-1988, he was ECC finalist in the 100 and 200 backstrokes all four years. In 1988 he won a gold medal in the 100 back and silver in the 200 back, setting Lehigh records, at that time. Further, he was an EISL qualifier all four years he competed.

7. Academic Achievements:

B.A. in Architecture

8. Coaching Achievements:

Head Coach for Men's and Women's Swimming for 12 years. Women's team won the PL Championship in 1998, 2000, 2001. Men's team won PL in 1999, the nucleus of his team won again in 2002, after Chris had moved to the Lehigh Alumni office.

During his tenure as the most successful swimming coach in Lehigh history, Chris' teams won two out of every three meets in which they participated, his winning percentage for men was 69% (81-37) and women 61% (75-47). In addition to the PL Championships his men's teams also had 9 second place finishes and a third. The women's team had one second place and three third place finishes.

Chris recruited and developed 115 scholar athletes, men and women, into individual PL Champions. In addition 74, both men and women, earned recognition as All PL.

He had three men and one woman who were recognized as PL Swimmers of the Year.

Graduation rate for Chris' scholar athletes:

Women recruited	103
Women graduated	103
Men recruited	109
Men graduated	108

Graduation rate, 221 out of 222, 99.5%. This is what scholarship, athletics, and success are all about.

Chris, by vote of the PL coaches, was selected Men's Coach of the Year five times (93, 94, 96, 97, 99) and Women's Coach of the year three times (98, 00, 01). A most impressive record considering he was recognized, by his peers, for six consecutive years (96-01)

In both Men's and Women's meets there are 21 individual swimming events, Chris coaches both teams to 20 Lehigh records out of 21 possible.

9. Demonstration of Leadership:

10. Past Employment:

11. Community Service:

Served over 10 years as a Little League baseball coach

12. Marital Status (Name of Spouse): divorced

13. Children (Names): Logan, Madison, Wyatt

14. Additional Information:

- In high school Chris was his teams' MVS for four years
- Held his high school's teams records in 10 of 11 events
- New Hersey State Qualifier, four years
- All State New Jersey, two years
- National YMCA qualifier, three years

-Accomplishments of student athletics recruited by Chris:

Jeff Cline '96 M.D. University of Utah '00, graduated 1st in Med. School Class, currently and Orthopedic Surgeon and IN San Diego, CA, #4 all time in points scored swimming for Lehigh.

Dan Rodenhaver '97 Captain, USMC served in combat in Iraq while on active duty 2000-2004

Casey Bahrenburg '97 #5 all time point scorer for Lehigh women, currently ESPN Regional VP for Marketing.

Bryan Dunker '01 Captain, US Army 2001-2005, currently serving his second tour of duty in Iraq

- 4 year starter.
- 3.1 gpa w/ major in architecture
- President / advisor of Residence Halls Council
- Gryphon Society tutor
- assistant hall director
- member of the network advisory committee
- listed in Outstanding College Students of America

→ Received 1988 ZOTC Honors at Lehigh
(SRD 1988)

Exec Dir Alumni Assoc

Dean's List Student
Recipient of Bosley Ruth Leadership Co
Dean's of Student Leadership Award
Contribution to Student Life Award

Chris Marshall '87

does not hold any records

Conference Champion: 100 Backstroke (1988)

Male League Coach of the Year: 1993, 94, 96, 97, 99
Female League Coach of the Year: 1998, 00, 01

Coached from 1989-2001

(Men) 76 wins 37 losses Percentage .673
(Women) 73 wins 46 losses Percentage .613

Combined → ~~149 wins 42 losses~~

149 wins 83 losses Percentage .642

ECC 85-86

200 yd backstroke 4th

100 yd backstroke 3rd

ECC 1987

100 yd backstroke 6th

200 yd backstroke 4th

ECC 1988

100 yd backstroke 1st

200 yd backstroke 2nd

400 medley team

held / broke
records in
these events
at one point