

Heather Ichel Pieper-Olson, J.D.

EDUCATION

University of Minnesota, Minneapolis, MN
Juris Doctor, *Cum Laude*

College of Charleston, Charleston, SC
Bachelor of Arts, Spanish major, Latin American and Caribbean Studies minor
Bachelor of Science, Anthropology major

PROFESSIONAL EXPERIENCE

College of Saint Benedict, St. Joseph, MN

January 2008-present

Vice President of Institutional Advancement (June 2022-present)

Provide strategic oversight, development, integration and coordination of a diverse and highly-motivated, 22-person fundraising operation which has exceeded \$15M in overall fundraising annually and actively engaged over 12,000 alumnae over the course of my tenure. Manage an operating budget of over \$3.05M and directly supervise a five-member advancement leadership team responsible for annual giving, major and planned gifts, alumnae relations, and advancement systems. The vice president for institutional advancement serves as a member of the President's Leadership Team and the Boards and Institutional Strategy Group.

Successful Comprehensive Advancement Leadership

- Led the advancement team to three of the top five best fundraising years in college history, all while not in a comprehensive capital campaign. In fiscal year 2025, we had the second-best overall fundraising year, bringing in over \$21.54 million. This was a recording breaking year with over \$20.45 million received in cash from philanthropy. Exceeding our best year by over \$5 million.
- Oversaw major and planned gift giving's impact on the growth of available funded scholarship aid for Saint Ben's students by an almost 180% increase (2017-2025). With over \$47.82 million raised towards endowment, the growth in funded scholarship aid from endowment increased 312.9% over that same period.

Effective Team Management and Advanced Change Management

- Developed a strong and positive organizational culture as indicated through CSB+SJU's top employee engagement scores on recent surveys. CSB IA's overall workplace experience score is 78% favorable, which is 27% over the average across all divisions, and up 3% since 2024. Job satisfaction is at 89%, +24% over the institutional average. CSB IA staff indicate they are closely aligned with institutional values (86%, +29% from the average).
- Initiated the *Discipline of Front Line Fundraising* training and management program for major and planned gifts team that resulted in improved team performance in number of proposals submitted (+77), visits (+98) and first-time visits (+23).

- Utilize a comprehensive and inclusive onboarding process within IA to create a sense of belonging for all staff members. The process shortens the time before new employees are productive members of the team, and has improved retention.
- Co-leading the Advancement Integration process with my SJU VPIA colleague for the past two years.

Proven track record as an Internal and External Long-Term Relationship Builder

- Leading the Mission Centered Practice: Partnerships and Community Engagement strategic plan initiative to create sustainable, intentional, and deep connections with local and regional partners to identify needs of organizations, our students, and our academic programs to develop meaningful experiences that align with mission centered practice and support the needs of our students, employees, and our communities.
- Spearheaded the successful Carnegie Elective Classification for Community Engagement processes for both CSB and SJU. Engaged a wide, cross-section of campus stakeholders to demonstrate how our institutions' deepen partnerships, leverage community assets, and address urgent societal challenges in alignment with our missions, culture, leadership, resources, and practices.
- Lead and support the Leadership Advisory Council. The Council is comprised of committed and supportive alumnae, donors, and other friends who provide advice and counsel to senior College leaders, including the president, about the strategic priorities of the College, through twice annual meetings.
- Represent CSB+SJU leadership on the Greater St. Cloud Higher Education Collaboration Group with other local higher education leaders from St. Cloud State University, St. Cloud Technical and Community College, and the University of Minnesota Medical School CentraCare regional campus.
- Leading as a member of the CSB and SJU Leadership Team, and played an integral role developing the first joint strategic plan for the college and university by facilitating the feedback gathering from over 704 alums, parents, and friends at 18 strategic planning events in 16 different locations across the country and the Bahamas from February 7 to June 15, 2024.
- Co-chaired the Presidential Transition Team responsible for onboarding the inaugural joint president of CSB and SJU (June 2022-July 2023).

Multi-Year Campaign and Six- and Seven-Figure Gift Experience

- Supported and cultivated the closure of a \$13.75M cash gift to an existing endowed scholarship by a family foundation. This is the single largest cash gift in the history of CSB or SJU.
- Led team to secure 38 six-, seven- and eight-figure gift commitments valued at over \$35.47 million through my tenure as vice president.
- Closed the mini-current use emPOWER Campaign with over \$5.3 million raised towards targeted scholarships.

Confident, Collaborative and Nimble Leader

- Worked with the donor to evolve the Mark and Teresa Fleischhacker Center for Ethical Leadership in Action to serve as the home of community engaged learning and mentor/partner engagement to catalyze and fund key components of CSB+SJU's signature four-year experience, True North Journey.
- Worked closely with the director of strategic analytics and financial strategy and the director of financial aid to develop an approach to better leverage an over \$25 million endowed scholarship fund to meet both recruitment and institutional financial aid and budget strategy.

Relationally Centered and Objective through the Navigation of Complex Institutional Dynamics

- Provide confidential and strategic counsel to the president, chief operating officer, provost and chief of staff, most often on opportunities that could be leveraged by presidential action and institutional risks – often reputational or legal – that could be mitigated with intervention.

Story Telling and Marketing Leadership and Collaboration

- Key contributor to the Saint Benedict Magazine, providing strategic insight, content, and alignment with institutional priorities and constituent engagement opportunities.
- Worked collaboratively with marketing to develop an advancement-specific marketing and communications strategy for the rollout of the new brand. The Fall-Winter 2024 magazine theme highlighted the new brand, while also celebrating Bennies in marketing and communication, introducing the restructure of the Strategic Communications academic department. And the multi-channel solicitation for calendar year end included new logo swag giveaways.
- Supported the work of the Telling Our Story strategic plan initiative through engaging constituents for brand focus groups, serving on the Art & Science Group Steering Committee, and preparing the CSB IA team to be brand champions.

Systems Thinker Who is Responsive to Needs of Team and Community

- Supported the development of the faculty-led nursing clinic in the new Salem Community OutPost in partnership with the Public Safety Foundation, St. Cloud Hospital, CentraCare, the St. Cloud Police Department, and the CSB+SJU nursing department. The clinic will provide acute health care services and preventative health education free of charge.

Excellence in Communication

- Serve as the host and moderator for *Saint Ben's @ Home*, CSB Alumnae Relations' regular web series, as well as emcee the annual Celebration of Philanthropy and the CSB+SJU Reunion Kickoff.
- Sought after presenter to large and small groups throughout campus and the region on topics ranging from advancement, leadership, coaching, inclusive excellence, collaboration and regional marketing.
- Serving on behalf of CSB and SJU as a member of the Native Nations Task Force, alongside representatives from Saint Benedict's Monastery, Saint John's Abbey and White Earth Nation, to work together on shared history, healing and revitalization.

Fostering Alumni Engagement

- Supported engagement of alums volunteerism throughout campus through Partners in Mission (PIM) team, a cross-functional group dedicated to equipping faculty and staff with the tools and resources needed for effective volunteer involvement. The PIM team also led CSB's 2025 reaccreditation as a Service Enterprise through the Points of Light Foundation.

Work with Governing Boards

- Staff the cross-functional External Engagement Committee of the boards of trustees of College of Saint Benedict (CSB) and Saint John's University (SJU). This committee provides oversight and support for the institutions' revenue generating operations: enrollment, marketing and institutional advancement.

Associate Vice President of Institutional Advancement (July 2015-June 2022)

Provided strategic oversight, development, and management of a 12-person fundraising operation, which included both annual, major and planned giving. Developed and directly supervised the director of annual giving and individual major and planned gifts team members to achieve multi-million dollar annual and campaign goals. Ensured effective execution of fundraising priorities in support of the mission and strategic direction of the college, including the successful completion of the college's largest-ever campaign, the \$112,980,090 *Illuminating Lives* campaign, in 2020.

Successful Comprehensive Advancement Leadership

- Steady and significant annual giving revenue growth of 43.57% from 2010 through 2022.

Effective Team Management

- Restructured and began directly supervising 8-person major and planned gifts team starting in 2018, to maximize personnel and generate cost savings to the institution, while directing non-compensation dollars to better support high level planned giving in partnership with SJU.
- Developed and implemented training towards position-specific competencies, accountability measures and data-informed individual fundraising revenue targets that resulted in a 117% increase in the number of annual solicitations over \$25,000 in the first year, and resulted over \$25M in fundraising revenue from 2018 through 2022 by members of the major and planned gifts team.

Proven track record as an Internal and External Long-Term Relationship Builder

- Served as a member of a cross functional team that led the College of Saint Benedict to be the first college or university to be nationally certified as a Service Enterprise, an organization that effectively leverages volunteers to advance their mission (2018).
- Chaired CSB and SJU Strategic Enrollment Plan Marketing Advisory Group, tasked with recommending strategies for improved admission marketing, most significantly the centralization of marketing (2019).
- Member of Strategic Directions 2025 Planning Task Force and led engagement of several key stakeholder groups (2019-2020).

Multi-Year Campaign and Leadership Giving Experience

- Played an active, integral role in leading the *Illuminating Lives Campaign*, including the development of case materials, supporting volunteer leadership of Campaign Steering Committee, executing on a national engagement and solicitation strategy, and project managing the public phase.
- Personally cultivated and solicited donors through the management of assigned portfolio of donors, including closing over \$8M in commitments to the *Illuminating Lives* campaign. Solicited and closed the single largest commitment from an alumna in the college's history at that time.

Confident, collaborative and nimble leader

- Member of the CSB Innovation Committee, which generated vision and recommendations for new initiatives at the intersection of revenue generation and mission, including innovation awards, new health sciences programs, and gap year programming (2018-2019).

Marketing Leadership and Collaboration

- Led a three-person strategic communications and marketing team, who supported CSB's Office of the President, Institutional Advancement and Student Development prior to the centralization of the marketing between CSB and SJU. Advised, shaped, prepared and distributed internal and external communications on behalf of the

college, including crisis, campaign and leadership communications, and developed and implemented a strategic marketing plan for the college's inaugural doctoral programs, Family Nurse Practitioner and Doctor of Nursing Practice: Leadership (2020-2022).

Systems Thinker Who is Responsive to Needs of Team and Community

- Led and collaborated on audit and recommendation processes for CSB and SJU's diversity, equity, inclusion and justice efforts as a member of the Diversity, Equity, Inclusion and Justice Coordinating Council.
- Improved data-informed decision making at CSB and SJU as a member of the Strategic Analytics Working Group (2021).

Solid Command of Advancement Technology

- Established the infrastructure and leverage integrated technological and web-based systems through Banner, Cognos, and the Reeher Platform to develop proactive reports, providing greater intelligence and insights into donor behavior, including project revenue from philanthropy, as well as better monitor individual fundraiser progress towards key performance metrics.

Diversifying Donor Bases and Cultivating Inclusive Philanthropic Engagement

- Implemented a first time visit strategy to grow the major gift donor pipeline. Development staff now has over 5 times the number of first-time visits annually since implementation, going from less than 20 to over 90 per year.

Work with Governing Boards

- Facilitated the recruitment and development of highly engaged trustees that contributed over \$40M to the *Illuminating Lives* campaign as the staff liaison to the CSB Trusteeship Committee, and as support for the CSB Resource Development Committee and associated Campaign Steering Committee.
- Coordinated Board of Trustees' governance efforts as the staff liaison to the Trusteeship Committee leading through committee restructure processes and a process to integrate the boards of CSB and Saint John's University (SJU).
- Served as the interim board professional from June 2017 through April 2018.
- Represented institutional advancement on the Board of Trustees' Strategic Resources and Business Infrastructure Committee, and its predecessor, Buildings and Grounds Committee. Developed monthly fundraising dashboards accessible to full Board to monitor progress. Drafted gift acceptance, gift counting and naming policies. Provided guidance on the proper role of philanthropy in brick-and-mortar projects.
- Worked with multiple trustees to leverage six-figure investments from corporate partners through the alignment of institutional values and the development of scholarship funds and program partnerships.

Lead Title IX Coordinator (June 2021-January 2022; June 2017-April 2018)

Discretion, Confidentiality and Judgement

- Managed multiple complex, high-risk misconduct investigations on behalf of both CSB and SJU. Worked with legal counsel, senior administration and Executive Committee of the Board of Trustees on risk management issues associated with Title IX compliance.
- Led the college's Title IX compliance team; oversaw adherence to all policies, practices, and training related to sexual misconduct and sex discrimination.

Interim Co-Vice President of Institutional Advancement (July 2014-June 2015)

Provided interim leadership of the 25-member institutional advancement team and an operating budget of over \$2.5M, in collaboration with outside campaign counsel.

Effective Team Management and Advanced Change Management

- Facilitated the development and implementation of an integrated advancement strategic action plan to create focus, clarity and stability for institutional advancement team members during the 11-month transition period, including the development of a comprehensive onboarding process that continues to serve the department.

Proven track record as an Internal and External Long-Term Relationship Builder

- Led as a member of the CSB Cabinet and the CSB/SJU Strategic Directions Council, and played an active, integral role in developing the shared, five-year strategic plan for the college and university, Strategic Directions 2020 (SD2020).

Multi-Year Campaign and Leadership Giving Experience

- Worked closely with campaign counsel to strategize high-end philanthropic interactions.
- Initiated realignment of the goals and priorities of what would become the *Illuminating Lives* campaign, in partnership with key donors and stakeholders.

Navigation of complex institutional dynamics while maintaining trust

- Provided confidential and strategic counsel to the president, most often on opportunities that could be leveraged by presidential action and institutional risks, often reputational, that could be mitigated with intervention.
- Onboarded a new president regarding institutional advancement processes, development activities, and the College of Saint Benedict external constituency during her inaugural year, allowing her to engage with over 1000 constituents through over 220 meetings, events and visits, including SD2020 listening sessions, over 70 donor visits and numerous campus and greater St. Cloud community events.

Executive Director of Advancement (December 2013-June 2015)

Responsible for three units: advancement services, annual giving and operations. Served on the advancement leadership team, and supervised a 3-person annual giving team, the director had volunteer management responsibility for leadership annual giving. As an individual contributor, the executive director of advancement also had frontline fundraising responsibility for a portfolio of prospects with capacity for annual gifts in the \$5,000+ range.

Solid Command of Advancement Technology

- Formulated, analyzed and implemented campaign progress reporting that was aligned with fundraising and campaign goals. Ensured that management systems and technical systems provided accurate financial management data and cooperated as required with the Finance and IT departments.

Diversifying Donor Bases and Cultivating Inclusive Philanthropic Engagement

- Awarded a 2014 CASE Silver Award for Innovative Use of Technology for the \$100K in a Day online giving initiative. Transitioning from the externally run, Give to the Max Day, this was the college's first internally operated crowdfunding initiative. With a goal of raising \$100,000 to celebrate the college's centennial, this initiative raised over \$240,000 in online gifts in a 24-hour period from over 780 donors.
- Revamped Presidents' Circle levels and created a courtesies structure that provided donors with access, information and feedback about the impact of their giving, which resulted in a 14% increase in \$1500+ donors in fiscal year 2014 over the previous year.

- Established annual giving and alumnae relations development officer meetings to provide training and support for those individuals responsible for alumnae participation and annual giving pipelining.
- Continued work as the primary athletics fundraiser for the college, raising \$100,355 in FY14 from individuals and corporate sponsors in support of Blazer athletics, which is a 60.3% change in revenue from FY10 when I took over athletics fundraising.

Senior Director of Advancement (April 2012-December 2013)

Responsible for three units: advancement services, annual giving and operations. Supervised alumnae relations on an interim basis to provide stability and project management through the Centennial All-School Reunion. Along with supervising a 3-person annual giving team, the director had volunteer management responsibility for the short-live Centennial campaign volunteer fundraising initiative. As an individual contributor, the senior director of advancement also had frontline fundraising responsibility for a portfolio of prospects with capacity for annual gifts in the \$5,000+ range.

Systems Thinker Who is Responsive to Needs of Team and Community

- Centralized advancement operations, including budgeting, department technology solutions, proper stewardship of development dollars through budget preparation and management, risk management assessment, and return on investment analysis, in the inaugural director of operations position. Elevated the departmental commitment to operational best practices, data integrity and compliance.

Fostering Alumni Engagement

- Produced the CSB Centennial All-School reunion, the largest reunion in the college's history. Over 1300 alumnae from all generations, friends and dignitaries attended this multi-day event.

Solid Command of Advancement Technology

- Managed, in partnership with SJU colleague, the migration of our shared CSB+SJU alumnae/i online community, online giving and broadcast email tools from Harris Online to iModules. The new system allowed improved alum engagement, more effective coordination and tracking of communications and increased online and sustainer giving.

Confident, Collaborative and Nimble Leader

- Secured a corporate beverage sponsorship that provided \$125,000 in revenue over six years and met the operational needs and exceeded the expectations of athletics, CSB+SJU fine arts programming, the bookstore, residential life and events and catering.

Director of Annual Giving (January 2010-April 2012)

Developed and implemented strategies that result in increased annual revenue as well as expanded the donor base and ensured annual giving goals are met. Along with supervising a 3-person annual giving team, the director had volunteer management responsibility both the Alumnae Board's Resource Development Committee and President's Circle Committee. As an individual performer, the director of annual giving had frontline fundraising responsibility for a portfolio of prospects with capacity for annual gifts in the \$1,000+ range.

Diversifying Donor Bases and Cultivating Inclusive Philanthropic Engagement

- Led annual giving efforts to top finishes in Minnesota's Give to the Max Day initiative in each of our first three years of participation; created the processes that continue to enable CSB's online giving day initiatives.
- Developed a sophisticated direct mail program with increasingly segmented and customized messages and designation options with the goal of connecting donors with their affinity which resulted in a 51.8% revenue increase from direct mail between FY09 and FY14.

Annual Giving Associate (January 2008-January 2010)

As the inaugural Annual Giving Associate, planned, implemented, managed and assessed a data-driven student phonathon program. This program solicited new and recurring private gifts and is designed to increase the level of financial support for student scholarships and campus resources through individual gifts from alumnae, parents, and friends of the college, while also focusing on providing timely and authentic updates from current students about the student experience.

Effective Team Management

- Established long-term recruitment, retention and training processes for a team of 30 student callers who serve as ambassadors for the college and raise over \$500,000 annually for student scholarships. Retention rate of callers was over 50% year-over-year during my tenure.
- Developed callers and student supervisors' leadership, teamwork, goal-setting, personnel management, conflict resolution and advocacy skills. Each member of the initial 3-person student supervisor team went on to work in non-profit fundraising upon graduation.
- Created a Benedictine Values-based Phonathon caller training curriculum, that also included "Yes, and..." improve techniques, peer-to-peer coaching and overcoming objection and rejection skills.

Solid Command of Advancement Technology

- Implemented CampusCall automated calling software, enabling the Phonathon to contact over 20,000 constituents during FY09, an 11% increase over FY08.

Gallup, Inc., Omaha, NE

November 2006-December 2008

StrengthsQuest Independent Consultant/Coach

Now known as Clifton Strengths for Students, StrengthsQuest is designed to help late high school and college students better understand their talents so they can thrive academically, socially and in their future career. Strengths for Students connects students' strengths to the way they learn, study, interact socially, accomplish goals and more.

- Educated individuals about the relationship between talent, performance and success with a specific focus on team building, growth mindset and coaching.
- Developed curriculum and materials for use with coaches and student-athletes about maximizing talent for personal development and team success on behalf of StrengthsQuest, Gallup, Inc.'s student-focused strengths-development program.

Gray, Plant, Mooty, St. Cloud, MN
Associate Attorney

November 2004-October 2006

Gray, Plant, Mooty, Mooty & Bennett, P.A. was the oldest continuing law practice in Minneapolis with offices in Minneapolis, MN, St. Cloud, MN, Fargo, ND and Washington, D.C. The firm has since merged to form Lathrop GPM. Associate Attorney is responsible for counseling and advising clients with respect to commercial litigation, property disputes, personal injury litigation, construction law and employment law through both the St. Cloud and Minneapolis Offices of the firm.

Interpersonal and Communication Skills and Advocacy

- Engaged in the various phases of litigation as an advisor and advocate by identifying risks and potential liability, conducting discovery, drafting written pleadings and memoranda, and representing clients in arbitrations, in court hearings and at trial.
- Supervised work of paralegals, legal assistants and surveyors.
- Active member of committee focused on the development of the firm's diversity training policies, recruitment and retention practices, and a positive firm culture.

**St. Cloud State University, St. Cloud, MN
Graduate Assistant Volleyball Coach**

August 1999-June 2001

St. Cloud State University (SCSU), founded in 1869, is a public university in St. Cloud, Minnesota. With over 8,000 undergraduates and over 2,000 graduate students, the university is one of the largest institutions in the Minnesota State Colleges and Universities system. SCSU has 14 NCAA Division II teams and is a member of the Northern Sun Intercollegiate Conference, as well as Division I women's and men's hockey teams who compete in the Western Collegiate Hockey Association.

Effective Team Management and Experience with DII Athletics

- Assisted with practice planning, training, and game-day coaching for a regionally ranked NCAA DII program.
- Played a key role in recruiting talented student-athletes who went on to lead SCSU to the NCAA Regional Championships.

ADDITIONAL EDUCATION, TRAINING AND CERTIFICATIONS

Leadership and Professional Development

- Leadership Institute for Women and Gender-Diverse Leaders Conference, Credo + AAC&U (2025)
- The Emerging Paradigm of Career Services - For Senior Leaders Webinar, Career Leadership Collective (2025)
- AAC&U "Liberate Your Leadership" Webinar (2024)
- Navigating Conflict in Changing Times Training, Hire and Inspire Consulting (2024)
- Discipline of Frontline Fundraising Certification, Plus Delta Partners (2023)
- Media Training, Goff Public (2023)
- The Ruling Explained: The Future of Affirmative Action in Higher Education Webinar, Inside Higher Education (2023)
- NACUBO Essentials of College and University Accounting (2022)
- Qualified Charitable Distribution Trainings, FreeWill (2020)
- Senior Leadership Academy, American Academic Leadership Institute (2018-2019)

- Liberal Arts Illuminated: Pathways, Possibilities and Partnerships (2016)
- CASE Summit for Advancement Leaders (2014)
- Administrative Leadership Development Program, College of Saint Benedict (2012)
- Certified Strengths Advocate, Gallup, Inc. (2006)
- Graduate work towards a Master of Science degree in Sports Management, St. Cloud State University, St. Cloud, MN (1999-2001)

Diversity and Inclusion

- Freedom of Speech, Academic Freedom, & DEI: A complicated relationship (2024)
- CIC Belong: It Takes a Village (2023)
- Native American Boarding Schools Histories and Healing Mini Course (2021)
- Becoming Community Dialogue Group (2019-2021)
- Guided Development Group (2021)
- Inclusive Communication: A Training for Higher Education Leaders (2021)
- Advancing Racial Justice and Economic Inclusion (2020)
- Unconscious Bias Forum (2020)
- Diversity and Inclusivity in Advancement (2019)
- Addressing Marginalization: Redirecting Strategies of Diversity, Equity, & Inclusion in the Workplace (2019)
- Intercultural Development Inventory (2017, 2019)
- Liberal Arts Illuminated Conference, Reframing the Narrative: Leadership Toward Inclusive Excellence (2018)
- Implicit Bias and Privilege (2017)

Title IX and Sexual Misconduct

- Annual Training for Advanced Title IX Coordinator and Deputy Coordinators (2017, 2021)
- Title IX and Sexual Misconduct Educational Session for Campus Adjudicators (2016, 2021, 2022)
- Department of Education Proposed Regulation Changes Discussion Group (2017)
- Title IX and Sexual Misconduct Educational Session (2014)

Volunteer Management and Board Development

- Association of Governing Boards National Conference on Trusteeship (2017)
- Building the Board You Need through Good Selection and Orientation (2018)
- Volunteer Impact Leadership (2015)

PUBLICATIONS

Andringa, Sydney, Jones, Valerie, Reitmeier, Julie, & Pieper-Olson, Heather I. (2021) Retention through Onboarding: How Hiring Managers Can Foster a Sense of Belonging. Academic Impressions. <https://www.academicimpressions.com/blog/retention-through-onboarding/>

Dworak, Joseph, & Pieper-Olson, Heather I. (2007) Sports and Strengths: How the Clifton StrengthsFinder is changing the sport of volleyball. StrengthsQuest.

PRESENTATIONS

Enke, Kathryn, & Pieper-Olson, Heather I. (2025, December) Building a Cross-Functional and Collaborative Leadership Team. Presentation at the Credo + AAC&U Leadership Institute for Women and Gender-Diverse Leaders Conference, Greensboro, North Carolina.

Pieper-Olson, Heather I., Rooney, Stacy, Tarnowski, Jeffrey, & White, Matthew (2024, March) What Does 2024 Hold for Higher Education Fundraising?. Webinar through Blackbaud Industry Insights.

Aldrich, Adrian, Blank, Natalia, Godo, James, Marshall, Michael, Pieper-Olson, Heather I., Schofield, Ashley, St. Leger, Gabrielle, & Thompson, Jamie (2019, June) Institutional Thinking. Presentation at American Academic Leadership Institute's Senior Leadership Academy, Washington, D.C.

Pieper-Olson, Heather I., & Venable, Sam (2018, August) Managing Gift Officer Performance. Presentation at the Reeher Vista Executive Conference, Minneapolis, Minnesota.

Pieper-Olson, Heather I. (2014, October) It's Getting Personal: Segmentation and Personalization in Direct Mail. Presentation at CASE Strategies in Annual Giving Conference, Indianapolis, Indiana.

Hennessy, Colin, Pieper-Olson, Heather I., & Ples, Ryan (2014, October) FROM ALL PERSPECTIVES: Days of Giving. Presentation at CASE Strategies in Annual Giving Conference, Indianapolis, Indiana.

Pieper-Olson, Heather I. (2014, October) Make it Simple, Make it Monthly. Presentation at CASE Strategies in Annual Giving Conference, Indianapolis, Indiana.

Pieper-Olson, Heather I. (2014, October) The Most Bang for Your Buck – Getting the Most Out of Direct Mail. Presentation at Multichannel Marketing in Annual Giving CASE Conference, Indianapolis, Indiana.

Hennessy, Colin, & Pieper-Olson, Heather I., LaRue, Lacie, (2014, October) FROM ALL PERSPECTIVES: Leadership Annual Giving. Presentation at Multichannel Marketing in Annual Giving CASE Conference, Indianapolis, Indiana.

Pieper-Olson, Heather I. (2014, October) General Session: Multichannel Marketing Success = ????. Presentation at Multichannel Marketing in Annual Giving CASE Conference, Indianapolis, Indiana.

Dworak, Joseph, & Pieper-Olson, Heather I. (2008, July 15-16) StrengthsQuest Sports Educator Seminar, Bloomington, Minnesota.

APPOINTMENTS

Consular Attorney, Mexican Consulate (2005-2007)

- Appointed to serve as the legal representative of the Mexican Consulate in St. Paul, MN.

COMMUNITY ACTIVITIES

Volunteer Coach, College of Saint Benedict Volleyball Team (2012-present)

- Assisted the perennially nationally ranked volleyball team in practice and competition, focusing primarily on the development of middle hitters and the overall team blocking.

Director and Marketing Committee Chair, Greater St. Cloud Development Corporation

(2012-December 2025)

- Provided strategy, support and advocacy initiatives that spearheaded regional economic development efforts by engaging leaders, expanding talent, growing business and shaping tomorrow.
- Advised and led marketing and communication efforts to promote community, talent and economic growth in the greater St. Cloud region.
- Collaborated on the launch of [St. Cloud Shines](#), an initiative to promote and celebrate the vibrancy and livability of the greater St. Cloud region; this initiative has garnered over 152 million impressions since it was launched in January 2019.
- Member of the Diversity, Equity and Inclusion Team Leadership Committee.
- Participated in the Advancing Racial Justice and Economic Inclusion – Community Roundtable facilitated by the Center for Economic Inclusion.

President, St. Cloud Crush Basketball Booster Club (2024-present)

Founder and Director, Volleyballween, 2003-2016

- Ran a volleyball tournament that raised over \$40,000 for families battling childhood cancer.

LANGUAGES

Fluent in English and Spanish