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[Home](#) > CU names Kelly Cronin vice president for advancement

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Denver -- University of Colorado President Bruce D. Benson today named Kelly Cronin vice president for advancement for the institution's four-campus system.

Cronin will oversee all CU's fundraising operations and facilitate the ongoing transition of CU Foundation fundraisers and support staff to the university, a move Benson initiated in April. She begins her duties Sept. 1.

"I'm excited for the opportunity to help add value to the world-class people and programs at the University of Colorado," Cronin said. "CU has enjoyed substantial success in attracting private support in recent years, which demonstrates the confidence donors and foundations have in the university. We have a successful history to build on, and it's a privilege to be part of the effort to take CU to the next level of fundraising success."

Cronin has been vice chancellor of institutional advancement and chief executive officer of the Texas Tech Foundation Inc. since 2007. She has been at Texas Tech for the past decade. Under her leadership, contributions to the Texas Tech system doubled, from \$74 million in 2006 to more than \$150 million in 2011. She led Texas Tech's systemwide \$1 billion capital campaign, which concluded a year ahead of schedule. She also was responsible for solicitations that resulted in more than \$200 million in recorded gifts, including a cash gift of \$50 million from one donor.

"Kelly is an accomplished leader who has had considerable success in raising private support," Benson said. "I have every confidence that she has the expertise and experience to help CU attract private support at a level comparable to the top public universities in the country."

"We are also at a critical point in the restructuring of our fundraising efforts, and she will help us develop an organization that will serve our university and our state for decades to come," he said. "The model Texas Tech uses, which Kelly was instrumental in developing, is the model we are moving to at CU."

Cronin has met with several CU constituents in recent days and weeks, including members of the Board of Regents, leadership on the four campuses, faculty leadership, fundraising staff and volunteer fundraising leadership, and the president's executive staff. She received strong support from all groups.

Before leading the Texas Tech Foundation, Inc., Cronin was senior director of development for the Texas Tech University Health Sciences Center in El Paso, where she led the Infinity Capital Campaign, which garnered more than \$80 million in less than two years for a four-year medical school. Before Texas Tech, she served as a major gifts officer at the University of Texas at El Paso.

She earned a bachelor's degree in public relations from Texas Tech University, a master's in educational administration and a doctorate in educational leadership and foundations, both from the University of Texas at El Paso.

CU recently announced a record one-year private support total of \$258.8 million for fiscal year 2012-13, which ended June 30. The university has also raised some \$1.44 billion toward the \$1.5 billion goal of its multi-year Creating Futures campaign.

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Intro:

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