



# Betsy Biern

## Chief Executive Officer Make-A-Wish® Greater Bay

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An executive with more than 20 years of non-profit organizational leadership experience with an expertise in all aspects of fundraising; encompassing board recruitment and development, capital campaigns ranging up to \$1 billion, major gifts, grants and events. Possesses a proven record of success in leading teams, engaging leadership in soliciting high net worth individuals, communicating organizational mission, and cultivating significant community and corporate relationships.

Prior to joining Make-A-Wish Greater Bay in 2016, Betsy worked as Senior Vice President and Chief Development Officer at UCSF Benioff Children's Hospital Oakland's Foundation, Executive Director of the American Asthma Foundation in San Francisco, and Vice President for Development at the Brookings Institution in Washington, D.C.

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### Session(s)

All In: How Everyone at MAW Wins with Major Gift Growth