

Robert D. Sweeney



Bob Sweeney has spent his entire career in higher education advancement, successfully leading both public and private institutions in their fundraising, public relations, marketing and strategic planning efforts.

The 2001 announcement of Mr. Sweeney's promotion to Senior Vice President of Development and Public Affairs came upon the successful completion of a \$1.43 billion Campaign for the University. At its conclusion, it was the largest philanthropic campaign in the history of public higher education. Mr. Sweeney assumed leadership of the University's advancement initiatives in August of 1991 and has been the architect of two Campaigns from their planning stages to achieving record totals. The University is now in the midst of a \$3 Billion fundraising effort. Under his guidance, the University's development effort was restructured and philanthropic cash flow has increased six-fold from \$50 million in 1991 to over \$300 million in 2007.

Beginning in 1973 at the State University of New York at Oswego, then at the University of Richmond and as Vice President at Loyola College in Maryland, Mr. Sweeney gained a reputation early in his career for successfully building teams, leading strategic planning efforts, implementing creative philanthropy programs and dramatically increasing philanthropic cash flow. In 1987, he was named Associate Vice Chancellor of Development and director of the \$320 million Bicentennial Campaign at the University of North Carolina at Chapel Hill, which ultimately realized over \$440 million in gifts and pledges. Over time, Mr. Sweeney's role at the University has expanded. In 1999, he assumed responsibility for the University's public affairs initiatives which include public relations, news and television bureaus, crisis communications, web services, social media, marketing, and community relations.

Mr. Sweeney and his wife Peg have two sons, Matthew, of Los Angeles, CA and Paul, a 2008 graduate of the University of Virginia. Mr. and Mrs. Sweeney reside in the Charlottesville area.