

Matt Wasserman

Principal and Founder at MPW Strategies



With over 20 years experience in the field of fundraising, Matt Wasserman is the founder of MPW Strategies. Throughout his career, he has developed and integrated innovative fundraising practices, and in this role, he continues to realize a passion for guiding institutions to reach to new heights in funding.

Wasserman previously served as the vice chancellor of development for the University of Colorado Denver, where he directed philanthropic activities for CU Denver since 2010, achieving 300 percent revenue growth in three years. Additionally, he oversaw the successful execution of the CU Denver Creating Futures Campaign that raised over \$84 million. Wasserman started at the

University of Colorado Foundation in 2007, overseeing development for the CU Denver Business School. He played a prominent role in the campaign for the school's new home, which opened in early 2012.

Before joining the CU Foundation, he was co-founder and partner of the Denver Development Group (DDG), a nonprofit and political fundraising consulting firm that represented several area organizations and Colorado elected officials. Wasserman also served as the membership manager for the Denver Art Museum, where membership numbers reached an all-time high in 2004 under his management. He previously worked for several state and national political campaigns.

Wasserman received a BA in political science from Colorado State University and an MBA from the University of Colorado Denver. Matt is a frequent presenter and trainer for the Colorado Nonprofit Association, Institute for Leaders in Development, and Association of Fundraising Professionals. His community involvement includes serving on the board of the Governor's Residence Preservation Fund and the Downtown Denver Partnership Membership Committee. Matt lives in Aurora, Colorado, where he and his wife, Jackie, spend time with their two children and two dogs.