



Bob Carter, CFRE
Chairman

Bob Carter is one of the world's most respected, experienced and recognized experts in the areas of Institutional Strategy and Philanthropy. During the past four decades, Bob has helped strengthen a variety of organizations throughout the world by helping them overcome challenges and capitalize on opportunities to be successful.

Bob and his colleagues concentrate on building dynamic teams to deliver specific services that meet the unique needs of charities and donors. His service as member and chair of numerous not-for-profit boards lends firsthand experience to his governance counsel.

Bob established Bob Carter Companies in 2011 and currently serves as the Chairman under the new Carter brand. Prior to forming the Bob Carter Companies, Bob spent three years as a Senior Advisor for Changing Our World and Omnicom Nonprofit Group. Before this, Bob spent 26 years with Ketchum, one of America's largest fundraising consulting companies. The last 15 years with Ketchum, Bob was the President & CEO.

Prior to joining Ketchum in 1981, Mr. Carter served as Vice President for University Relations at The Catholic University of America; Director of Development for Arts and Sciences and Engineering, and Associate Director of Annual Giving at The Johns Hopkins University; Assistant to the Headmaster at the Gilman School in Baltimore; and both taught and organized the development office at The Boys' Latin School in Baltimore. He has decades of experience in development and capital/endowment campaigning.

Board Membership

Bob is Chair-emeritus of the Association of Fundraising Professionals (AFP) International Board of Directors. Bob is also Chair-emeritus of the National Aquarium; and is a current member and past chair at The Mote Marine Laboratory. He is a past board member of Indiana University Lilly Family School of Philanthropy; and he also chaired the boards of Gateway Rehabilitation Center, the e-Philanthropy Foundation and the Boys' Latin School.

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Bob has also served on the Saint Stephen's Episcopal School and Malcolm Parcel Foundation boards, is a past member of the Board of Directors of the Giving Institute, formerly the American Association of Fundraising Counsel (AAFRC) and the AFP Foundation. He is a member of the USA Advisory Board of PlaNet Finance, a microfinance organization headquartered in Paris with operations globally.

Bob frequently serves as a lecturer and presenter for Columbia University's Masters in Philanthropy Management courses, the Council for Advancement and Support of Education (CASE), AFP and the Association for Healthcare Philanthropy (AHP) and has published articles for professional journals.

Client Experience

Some of the clients Bob has provided counsel to include:

12th Man Foundation of Texas A&M University
Academy of Motion Picture Arts and Sciences Foundation
All Children's Hospital
American Horticultural Society
American National Red Cross
Archbold Biological Station Auburn University
Ave Maria University Baltimore,
Maryland Zoo Barrow Institute,
London Berkeley Preparatory School
California State University, Monterey Bay & Fresno
Calvert School
CARE International
Casady School
Casa de la Amistad
Cincinnati Children's Hospital and Medical Center
Cleveland Museum of Art
Diocese of Wilmington
Feeding America
Flight 93 National Memorial
Fundación ABC
Garrison Forest School
GAVI, London
GBMC, Baltimore
Global Network for Neglected Tropical Diseases Green
Templeton Colleges, Oxford, UK
IEB, Madrid
John Muir Health System

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L'Universite' Sciences Po, Paris Ludwig
Maxmillon University, Munich
McDaniel College
McDonogh School
Monterey Jazz Festival
Mote Marine Laboratory
National 4-H Council
National Geographic Society
Pennsylvania State Museum
Pennsylvania University System
Saint Stephens Episcopal School
Sarasota Memorial Hospital Foundation Shady
Side Academy
Smithsonian Institution St.
Christopher's Hospital
Stevenson School
Sunset Center for the Arts
Texas Children's Hospital The
Baltimore Symphony The Big
Sur Land Trust
The Children's Home of Pittsburgh
The Global Fund
The National Aquarium in Baltimore
The National Park Foundation
Universidad de Monterrey (UDEM)
University of Texas at Dallas
USA Swimming Olympic Team
US-Mexico Foundation
USS Missouri Memorial Association, Hawaii Wadsworth
Athenaeum
Westtown School
World Vision

Personal

Bob is a graduate of the Boys' Latin School and the Johns Hopkins University. He and his wife, Carol, live in Anna Maria, Florida and his sons, Travis and Trent, and their families live in Naples, Florida.