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USFSP NAMES NEW VICE CHANCELLOR FOR ADVANCEMENT

USF St. Petersburg Regional Chancellor Sophia Wisniewska has appointed Deborah Read as Regional Vice Chancellor for Advancement. In providing leadership for the areas of philanthropy and alumni relations, Read will be responsible for developing and implementing a strategic agenda to advance USFSP's mission and Vision 20/20 goals around sustainable funding.



Deborah Read

"Deborah brings extensive experience to her role, having served as a major gifts officer for nearly 20 years at public and private research universities, regional universities, and a private liberal arts college," said Regional Chancellor Wisniewska. "I look forward to working closely with her as we continue to develop our own culture of philanthropy."

Most recently, Read served at California Polytechnic State University in San Luis Obispo in a number of roles, including vice president for University Advancement and CEO of the Cal Poly Foundation. She previously served as vice president for university advancement at several institutions, including the University of Dayton in Ohio, the University at Albany State University of New York, and Northern Kentucky University. Read began her career in university advancement at her alma mater, the University of Maryland, where she worked for 16 years. During her career in higher education, Read has successfully designed, implemented and led comprehensive fundraising campaigns in the \$350-500 million range.

"I am honored to be joining the University of South Florida St. Petersburg," said Read. "As a vibrant institution with a strong commitment to excellence, as well as its students, faculty, staff, and its work in the greater St. Petersburg community—the mission of USFSP resonates with me."

"I look forward to working with Regional Chancellor Wisniewska, the entire university team, alumni, and this community as we build upon the solid foundation of the university's past successes and develop enhanced philanthropy in support of the university's mission, goals and priorities," said Read.

Read earned her bachelor's degree in government and politics at the University of Maryland, College Park. She also completed graduate coursework in education, policy, planning and administration.

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