



Ali Abercrombie, Managing Director

Ali Abercrombie is Managing Director at Coxe Curry & Associates and is charged with helping lead the strategic direction and execution of the firm's short- and long-term goals. In addition, she leads the Advancement Services teams, including Research and Analytics, Database Consulting, and Communications. In this role, she leverages her extensive communications and fundraising experience to help clients strengthen their fundraising capabilities and plan and execute successful fundraising campaigns.

Her experience includes working with several clients, including Berry College, Brenau University, CARE USA, Clark Atlanta University, Columbia Theological Seminary, Community Foundation for Greater Atlanta, Cox Family Enterprise Center at Kennesaw State University, Ed Farm/Propel Center, Families First, Georgia Perimeter College, Grady Health Foundation, Heart for Africa, King University, Morehouse School of Medicine, Oglethorpe University, Piedmont College, Reinhardt University, The Salvation Army, Skyland Trail, Southern Education Foundation, Spelman College, Wesley Woods, and Year Up Atlanta.

Prior to joining Coxe Curry, Ali spent 15 years at Baylor University, where she served as Assistant Vice President and Campaign Director. In that position, she was a member of the development division's senior leadership team, overseeing campaigns, strategy and communications, special events, annual giving, donor relations, and prospect management and research. She also worked closely with the Development Committee of the University's Board of Regents and managed the University's campaign volunteers. Her campaign experience includes spearheading the internal assessment and feasibility studies for university campaigns, including the President's Scholarship Initiative, a \$100 million campaign for endowed scholarships, as well as planning and testing a \$1.2 billion campaign. In addition, she was actively involved in numerous capital campaigns and the \$500 million *Campaign for Greatness* during Baylor's most prolific building era.

Ali received her bachelor's and master's degrees from Baylor University. She has been active with the Association of Fundraising Professionals, Council for the Advancement and Support of Education, Public Relations Society of America, and the Junior League. She has received numerous CASE and ADDY Awards.

Ali is married to Eric Abercrombie, who works in public affairs and communications, and they have three children.

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