



**CHIEF DEVELOPMENT OFFICER**  
**[ROCK THE STREET, WALL STREET](#)**  
**GREATER NASHVILLE, TENNESSEE**



**Rock The Street, Wall Street**

Aspen Leadership Group is proud to partner with Rock The Street, Wall Street in the search for a Chief Development Officer.

The Chief Development Officer will lead corporate, foundation, and individual giving initiatives for Rock The Street, Wall Street (RTSWS). The Chief Development Officer will be responsible for planning and executing comprehensive fundraising strategies and collaborating with donor development colleagues to secure essential funding, supporting team members in cultivating and maintaining donor relationships, and driving efforts to attract new donors in innovative and compelling ways. The Chief Development Office will be at the forefront of RTSWS's mission to reshape the future by introducing high school girls to the dynamic world of financial and investment math. The Chief Development Officer will develop strategic partnerships and secure funding that propel the mission and impact of RTSWS—fostering a new era of investment literacy and forging an innovative talent pipeline for the industry.

Rock The Street, Wall Street, a high impact nonprofit, empowers underrepresented high school girls by reintroducing the M in STEM with a focus on financial and investment mathematics that support an inspired path from high school and college to their first roles in the financial markets and economic activities. After enjoying a thriving 25-year tenure on Wall Street, Maura Cunningham founded Rock The Street, Wall Street with a mission to empower young women and amplify diversity in an industry that propelled her forward as a first-generation college graduate. With unwavering determination, foresight, and collaboration with industry leaders, RTSWS is not only expanding the talent pipeline but also advancing alongside its high school students through the innovative platform of its Student & Alumnae Career Center. RTSWS delivers top tier educational experiences to break barriers and foster participation in the capital markets and financial workforce, dedicated to empowering young women with equal access.

Research indicates that girls in the US, UK, and Canada perform on par with boys in math during elementary and middle school, but their performance wanes significantly in high school and secondary school, and beyond, known as the “gender gap.” Contributing factors include societal biases, lack of female role models in math-related fields, and gender-based socialization. It is important to recognize that this gap varies across regions and cultures. However, solutions are evident. Research affirms that interventions boosting girls’ math and science interest yield positive results in narrowing the gender gap. Urgent action is essential to reshaping the trajectory for girls in math, spanning schools, companies, and homes. RTSWS’ initiatives revitalize girls’ enthusiasm for math within a pivotal life phase, as they make vital choices. At this crossroads of financial independence, college decisions, and career paths, the time to make a difference is now.

The transformation begins with active early intervention, equipping diverse high school girls with the M in STEM and indispensable tools of finance, emphasizing investment and financial fundamentals rooted in the power of mathematics. Through the unwavering commitment of dedicated firms and female investment mentors and volunteers, students envision pathways to leadership and find empowerment, camaraderie, and support among peers who share their backgrounds. This active engagement builds confidence and widens horizons to successful careers in finance. Furthermore, in collaboration with esteemed partner firms, RTSWS steadfastly propels alumnae through university, internships, and the pivotal early stages of their careers via the robust Student & Alumnae Career Center, ensuring a seamless transition and ongoing mentorship.

Through RTSWS classroom curriculum, mentoring, and Alumnae Leadership Series, the organization has served more than 7,000 girls over the past 10 years with industry volunteers, school champions, and sponsors. With more than 1,000 young women entering the workforce through internships and entry-level positions often posted to the RTSWS Alumnae & Career Center, RTSWS is expanding the talent pipeline and making a real impact for talented young women.

### **REPORTING RELATIONSHIPS**

The Chief Development Officer will report to the Chief Executive Officer, Ashley Leftwich. The Chief Development Officer will oversee a team of approximately three staff members.

### **FROM THE CHIEF EXECUTIVE OFFICER**

*Rock The Street, Wall Street is bringing the “M” in STEM to diverse high school girls, harnessing the power of mathematics and the upward mobility STEM careers provide in one generation. Having served over 7,000 students to date and with more than 1,000 alumnae at university and soon to enter the workforce, our impact is far-reaching—democratizing access to the financial industry for underserved students and enabling them to build a brighter economic future. Our organization is dedicated to empowering young women with the investment literacy and skills they need to be financially independent and succeed in the finance industry. Understanding how to manage money, make informed investment decisions, and navigate the complex financial landscape is not just for those aiming for a career in finance—it's a vital life skill that will benefit young women in countless ways and for generations to come.*

*As RTSWS's incoming Chief Executive Officer, I am proud to lead the organization during this time of transformation. Joining the organization in 2019 as the first development team member, we have contributed to our growth from 18 schools to over 60 schools while leaning on best practice to scale and create capacity in RTSWS systems.*

*We have the support of large partners including BlackRock, Invesco, John Hancock, J.P. Morgan, and Franklin Templeton, among others. While we have gained momentum in our 12 years with the women and allies in the financial industry along with corporate sponsors, we are taking our fundraising to the next phase of growth to be continued and sustainable.*

*This brings us to the pivotal role of Chief Development Officer. We are seeking a visionary leader with a robust background in building corporate, foundation, and individual relationships and a proven track record in fundraising. Your role will involve spearheading efforts to secure multi-year, million-dollar partnerships that align with corporate social responsibility initiatives and RTSWS's unique approach to expanding the talent pipeline in the financial industry.*

*You'll develop a campaign that allows us to achieve our strategic objectives, ultimately serving diverse talented high school students and our ambitious alumnae. Let's be the connection to those who have often been left out of financial conversations, participation in the capital markets, and opportunities in the financial arena.*

*The future of Rock The Street, Wall Street is exciting and the impact we have on those we serve, their families, and communities is multi-generational. I look forward to working with and supporting a committed fundraising officer as we increase access and expand opportunities for these young women.*

—Ashley Leftwich, Chief Executive Officer

## **PRIMARY RESPONSIBILITIES**

The Chief Development Officer will

- develop and implement an innovative and comprehensive, multi-year fundraising strategy aligned with the mission, goals, and programming of RTSWS;
- partner with the Chief Executive Officer, the Founder, and senior leadership to foster a culture of philanthropy across the organization;
- identify and cultivate productive relationships with individuals, corporations, and foundations aligned with the mission of RTSWS, both nationally and globally, with the ability and desire to provide philanthropic support personally or through their own philanthropic networks and resources;
- serve as the lead fundraiser for the organization, partnering with leadership as needed, carrying a portfolio of high value donors and prospects and leading by example as an exemplary fundraiser;
- identify and cultivate dynamic and strategic partnerships and alliances with key stakeholders including forward-thinking corporations, foundations, and grassroots influencers with the ability and desire to further the organization's vision and amplify its impact;
- using innovative fundraising techniques and leveraging digital platforms, design, execute, and assess campaigns, events, and other immersive experiences that generate and increase financial support and introduce new sources of contributed revenue in support of RTSWS programs;
- develop, oversee, and assess a stewardship and gift recognition program, rooted in current and emerging best practices, that ensures exceptional donor cultivation, recognition, engagement, and retention through tailored strategies and tactics that nurture long-term support;
- produce reports on fundraising progress for internal and external stakeholders that provide insight into fundraising progress, trends in giving, and the RTSWS donor profile; and
- partner with marketing and communications staff to create collateral and materials that offer compelling narratives for support.

## **LEADERSHIP**

### **Ashley Leftwich**

#### **Chief Executive Officer**

Effective July 1, 2024, Ashley Leftwich will serve as the Chief Executive Officer of Rock The Street, Wall Street, an innovative nonprofit committed to promoting equity and empowerment in finance by introducing diverse high school girls to the "M" in STEM. Ashley will drive the vision, growth, and engagement serving RTSWS students, alumnae and volunteers.

With a strong foundation in mathematics, Ashley's career began at a Fortune 100 company, where she quickly recognized the disparities women face in math-focused fields. Her passion for advocacy and systemic change has driven her professional journey, propelling her from COO to CEO at RTSWS.

During her tenure, RTSWS expanded its reach to over 60 schools in more than 25 cities across three countries, impacting the lives of over 7,000 students. Ashley's efforts have enhanced RTSWS's programming in financial and investment literacy, incorporating mentoring and leadership access, enabling young women to pursue finance-related degrees at five times the national rate for female university students.

Ashley focuses on driving innovation, forging strategic partnerships, and amplifying RTSWS's global impact. Her work with industry leaders, sponsors, and volunteers positions RTSWS as a transformative force in closing gender and racial gaps in finance. With over 1,000 alumnae poised to enter the workforce, Ashley ensures the continuity of support through the RTSWS Alumnae & Career Center, empowering these young women to thrive in early financial careers.

Outside her professional role, Ashley remains dedicated to her community and the environment. Living in Franklin, Tennessee, she enjoys hiking, kayaking, and exploring national parks with her family. An active board member of several non-profits, Ashley continues to advocate for sustainable practices and conservation, deeply committed to making a lasting impact both locally and globally.

### **Maura Cunningham**

#### **Founder**

Maura Cunningham is dedicated to closing the racial and gender wealth gap as well as the opportunity gap that exists today. Determined to make this vision a reality, Maura combined her entrepreneurial skills and her passion for working with teenage students and she went on to found Rock The Street, Wall Street, in 2012. RTSWS sparks girls' enthusiasm for finance at a critical age and makes them aware of the societal benefits personal financial knowledge and math-oriented careers can provide.

Maura enjoyed a robust career on Wall Street for more than 25 years with Merrill Lynch, Lincoln Financial Group, and Capital Group. This included her professional rise on the trading floor and responsibility in Capital Markets, Real Estate Syndication, Mortgage-Backed Securities, and financial and wealth management. Maura then created a way to harness the power of understanding math, investing, and finance to reach the next generations of girls which in turn increases their active training and career selection to include investment, financial, and technology roles.

Rock The Street, Wall Street is considered a leader among nonprofits focused on the M of STEM in the nation. It has been recognized by The White House, Catalyst, Nasdaq, Women's Bond Club of New York, and The Today Show for its goals to engineer social and industrial change.

Maura has been committed to working with underserved girls for over a decade. She continues trading options for her own accounts. Maura has an adult daughter who is an accomplished trial lawyer.

Maura has spoken regularly at corporate and national events over the past several years on a variety of financial and workforce-oriented topics. She specializes in looking to the future and solutions around losing girls in the M in STEM and on how girls can be better engaged in math and on how the financial services industry can more successfully recruit the young women of today.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Rock The Street, Wall Street seeks a Chief Development Officer with

- a commitment to the mission of Rock The Street, Wall Street—to provide high quality education that breaks barriers and fosters inclusivity in the capital markets and financial workforce, dedicated to empowering young women with equal footing;
- a background in, or deep familiarity with, Wall Street and an understanding the language and culture of "The Street" as the key supporters of RTSWS are associated with Wall Street;
- experience developing and implementing comprehensive, multi-year fundraising strategies that further organizational goals and programs;
- an ability to respond to current and emerging trends in philanthropy—to implement, assess, and pivot as necessary to ensure a fundraising program that is innovative and nimble;
- experience partnering with leadership as well as internal and external stakeholders to develop and nurture a culture of philanthropy that engages staff throughout the organization and leverages the time, talent, and resources of board members and volunteers;
- experience as a frontline fundraiser—identifying, cultivating, closing, and stewarding gifts with significant institutional impact across multiple verticals (individual, corporate, foundation);
- superior relationship-building skills and an ability to develop meaningful and productive partnerships across organizations and externally with diverse stakeholders;
- exceptional communication skills across multiple platforms and audiences;
- an ability to recruit, lead, mentor, and retain a team of high-performing frontline fundraisers;
- an understanding of the financial industry sector and an ability to acquire financial industry fluency within a short period of time; and
- an ability to develop fundraising metrics, budgets, reports, and gift tracking information for internal and external stakeholders.

A bachelor's degree or an equivalent combination of education and experience and at least seven years of experience, including management responsibilities, in nonprofit fundraising is preferred for this role. Knowledge of and interest in the financial services industry is highly desired in this role. Rock The Street, Wall Street will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to RTSWS, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

## **SALARY AND BENEFITS**

The salary range for this position is \$120,000 to \$130,000 annually. Rock The Street, Wall Street offers great benefits, a hybrid-work environment, and an amazing team of passionate people who are working to inspire, educate, and equip girls with the skills to succeed financially throughout their lives and potentially pursue career opportunities in finance. Benefits include medical, dental, and vision insurance, a 401(k) program, life and short/long term disability insurance, 10 paid time off days, four personal days, and two sick days. RTSWS is closed on federal holidays on which the NYSE is closed (currently 10 days).

## **LOCATION**

Rock The Street, Wall Street prefers candidates residing in the Greater Metropolitan Nashville Area. Staff are in the office three days a week. RTSWS will consider candidates with experience successfully managing remote employees based in a city with a strong financial services industry (New York, Chicago, San Francisco, Boston).

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Rock The Street, Wall Street as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Development Officer, Rock The Street, Wall Street.](#)

To nominate a candidate, please contact Clare McCully, [claremccully@aspenleadershipgroup.com.](mailto:claremccully@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*