

## **DEERFIELD ASSOCIATES**

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Executive Search, Inc.

### **Endorsements/References**

#### **Hiring Manager/Client and Successful Candidate**

May 2020

"Doug Cooney did multiple searches for me at several institutions in advancement and in finance and administration. I met Doug early in my career when I worked in the Advancement Office at Mount Holyoke College and later as Vice President for Institutional Advancement at Franklin & Marshall University and most recently as President of Lebanon Valley College. I engaged Deerfield Associates each time because Doug was so successful in finding great candidates. Doug took the time to understand the institution, in particular its culture and the impact the position could have. Before each search, he spent time with me, on campus, and in speaking with senior colleagues. When screening candidates, Doug could communicate the scope, goals, and importance of the position. The result was that our first conversation with a candidate was at a much deeper level of understanding. This was significant for the search, for the attractiveness of the position, but also in setting expectations for the successful candidate."

Lewis Thayne

President

**Lebanon Valley College**

Annville, Pennsylvania

May 2020

When we started our search for a Director of Institutional Advancement at BU Academy, we knew that this would be an exciting opportunity for an entrepreneurial leader -- a self-started eager to build the program, lead a small, motivated team, and partner with me to shape the future of the school. Our biggest concern was making sure that the position description got in front of the right people. Doug Cooney, Greg Ladd, and the team at **Deerfield Associates** brought us candidates we would have never seen had we listed the position on our own. From our first conversation, Doug was a real partner; he took the time to understand who we are, to think through the profile that would be right for us, and to crystalize what would make the opportunity so exciting to the right candidate. And then he and his team went to work -- activating their network, reaching out to more than fifty potential candidates across the country, and sending along only those folks that best fit the bill. In my conversations with the candidates, it was so clear that Doug had prepared them well -- they knew us and had already begun to picture themselves on our team. And whenever I had a question, Doug was quick to pick up the phone. It's hard to imagine better service and a better partner.

Chris Kolovos

Incoming Head of School

**Boston University Academy**

Boston, Massachusetts

April 2020

“Doug Cooney at Deerfield Associates conducted Madeira's search for a CFO. He couldn't have done a better job. Doug had a special connection to Madeira, as our founder, Lucy Madeira, attended Vassar College, where he got his start. His professionalism, personal attention, willingness to continue the search until we found the perfect fit resulted in a strong array of candidates, and most importantly, the best fit for Madeira. We are a stronger school because of our CFO, and I have Doug to thank for that.”

**Pilar Cabeza de Vaca**  
**Head of School**  
**Madeira School**  
**McLean, Virginia**

February 2020

After pouring literally a hundred hours into a CFO search that did not result in a successful hire, I sought advice from colleagues on the best firm to conduct a retained search. The answer I heard over and over again: Doug Cooney and Deerfield Associates. After meeting Doug, I quickly realized why: he brings extensive experience and contacts in the industry, an incredibly organized and effective process, and unparalleled customer support. Our process unfolded exactly as Doug explained, as he presented a highly selective group of accomplished, vetted, and interested candidates for our consideration, and then guided us during the interview process. Throughout, Doug advised me personally, kept me apprised of our candidates' status and interest, and helped me develop a relationship with the person who ultimately accepted our position.

Deerfield's service was worth every penny and I would certainly recommend them to others.

Matt Glendinning  
Head of School  
**Moses Brown School**  
Providence, Rhode Island

February 2020

Doug Cooney and I have known each other for over 8 years and I can't say enough good things about him, his work, his keen intuition for both client needs and candidate fit and of course his attention to detail.

Doug has placed me twice (once in New York City, and then in New England). I have worked with him to find top tier candidates for organizations I worked for several times. As the person sitting on both sides of the equation I can say, without hesitation, that he takes care of his clients and his candidates with the utmost attention and pride.

It is with strong enthusiasm and without hesitation that I recommend Doug and his search firm for your senior administrative placement needs.

Vickie Monta  
Director of Finance & Operations (incoming)  
**Moses Brown School**  
Providence, Rhode Island

February 2020

Vassar set a high bar for recruiting a new Director of Annual Giving, and Doug Cooney (Deerfield Associates) and his team more than rose to the challenge. We were looking for a strong manager, with vision, creativity, and expertise in the digital space. I really appreciated Doug's no-stone-turned approach, the tremendous dedication, and the great partnership. A win!

Tim Kane  
Vice President, Office of Alumnae/i Affairs and Development  
**Vassar College**  
Poughkeepsie, New York

February 2020

In 2015, when I served as the Head of School at The Masters School in Dobbs Ferry, New York, we hired Doug Cooney and Deerfield Associates to conduct a search for a CFO. We were very pleased throughout the search process as well as with the outcome.

This past year I joined The Elisabeth Morrow School in Englewood, New Jersey as the new Head of School. Upon my joining EMS I immediately hired Doug Cooney and Deerfield Associates to conduct and complete searches for a Chief Financial Officer and a Senior Director of Institutional Advancement. Each search was completed most successfully with accomplished professionals in each important role. Additionally, we have recently retained Deerfield Associates to conduct a new search for a Director of Enrollment Management.

The firms deep experience and networks were vital in our successful recruitment of very strong candidates for all the positions. From the first visit interviewing with me and the day spent on each campus interviewing key members of the community, it is clear that they also understand the importance of culture and fit in finding the right person to fill this critical role. The profiles created by Deerfield Associates for each search showed a detailed and nuanced understanding of the complexity and finer elements of the job as well as an appreciation of the unique culture and strengths of The Masters School and The Elisabeth Morrow School. There is a real sense of partnership throughout. Doug Cooney is more than a search consultant; professional, and sensitive throughout, he serves as a wise and respectful guide and coach in the process of narrowing down our search and refining our thinking about who would best succeed and grow in each position. He shows the right sense of urgency, checking in and nudging me along to stick to the ambitious time line we'd set ourselves with each search. As a result, we were successful in filling key searches in important and high visibility positions in a timely manner.

The in-depth research Doug and his colleagues conduct on the candidates is superior, and the write-ups they provide from reference checks on each candidate is extremely helpful. I also appreciate the professional way in which Deerfield Associates handles all communications, including their sensitivity in working with those finalists still waiting in the wings as we work on closing the deal with our number one choice for each search.

Doug Cooney is exactly what he represents; a true talent agent personality who is a strategic and experienced recruiting business partner for the hiring Head of School, and who also cares for the candidates whom he and his firm presents for each search.

Maureen Fonseca

Head of School

**The Elisabeth Morrow School**

Englewood, New Jersey

March 2020

It was really a pleasure working with Deerfield Associates throughout the process leading to my being selected as the new director of advancement at Convent of the Sacred Heart in New York. From my earliest introductions to the firm as a candidate discussing the opportunity with Mahsa Naini and Greg Ladd, it was clear they had my best interests at heart and wanted to ensure that it would be an appropriate fit for both me and the institution. In moving forward and navigating the process with Doug Cooney, I felt I had both an advocate and counselor on my side. His years of experience and knowledge of the school culture served me well and I'm sure it was likewise from the side of the school's leadership. While I'm extremely fortunate to have been chosen for the role, I also gained some insight into the executive search process and learned a lot about myself throughout the various stages. Having had such a pleasant experience and knowing their value as a candidate for a position, I wouldn't hesitate working with them on future recruitment as an employer.

Thomas A. McCarthy  
Director of Institutional Advancement  
[Convent of the Sacred Heart](#)  
New York, New York

November 2019

“Deerfield Associates assisted Exeter recently in an international search for a Director of Alumni Relations. Their efforts were exhaustive, and the pool of candidates in the final round was extraordinary. At every step in the process, Doug Cooney and Greg Ladd kept us informed about the outreach they were doing, both to candidates and to references. They screened candidates for us, saving a great deal of time, and conducted in-depth interviews with references. For such an important search, it was helpful to have the context of a broad pool of candidates. Doug knows everyone! Best of all, he provided important counsel and guidance along the way.

I can't recommend Deerfield Associates highly enough – they are professional, thorough and efficient. They exceeded my expectations at every turn.”

**Morgan W. Dudley '77**  
**Director of Institutional Advancement**  
[Phillips Exeter Academy](#)  
**Exeter, New Hampshire**

December 31, 2019

Hi Doug,

I've known and worked with Doug Cooney for over 20 years as chief advancement officer at St. Lawrence University and Scripps College, and now as Associate Vice President for Development and Alumni Relations at Bowdoin College. Two years ago he placed me in this role at Bowdoin, one of eight placements he's made for Bowdoin over the years. My experience with Doug and his colleagues at Deerfield Associates is that they have been extraordinarily professional, responsive to our specific needs in a given search, and dedicated to completing each search with a successful outcome. I hired Doug to complete an essential leadership gifts officer search since he placed me in 2017, for our ongoing development and campaign work in San Francisco. Doug delivered on another excellent hire. I recommend Deerfield Associates enthusiastically and without reservation.

Mike Archibald  
Associate Vice President for Development and Alumni Relations  
[Bowdoin College](#)  
Brunswick, Maine

November 2019

“Doug,

I cannot say enough good things about the team at Deerfield Associates and the outstanding job they did helping us find and hire our Director of Institutional Advancement. Relationships are at the heart of any great school community and Doug, Susan, Greg, and the Deerfield Associates team clearly live by that in all that they do. From the very beginning, they took the time to understand the needs we had as a school community, offered helpful guidance about the process, and then set out to develop a pool of incredibly talented candidates. Deerfield Associates not only did the “heavy lifting,” providing the most thoughtful, thorough background work we have received from any search firm, but they anticipated all of the details that go into helping a school finding and bringing on board the very best fit – which is exactly what they did for us. We are incredibly grateful to Deerfield Associates for an exceptional search experience from an outstanding team.”

**Bob Whelan**  
**Head of School**  
[Greens Farms Academy](#)  
Westport, CT

April 2019

*When The Browning School sought assistance in its search for a new Chief Advancement Officer, my colleagues at other independent schools enthusiastically recommended Doug Cooney and Deerfield Associates. It did not take me long to recognize the reasons for such endorsements, as Doug and his team immediately distinguished themselves with their commitment to learning our school's culture and specific needs, building a pool of talented and mission-appropriate candidates, and communicating regularly about the contours and cadences of the search. Doug understands the many different needs that vie for space in independent school advancement offices, and demonstrated real skill and imagination in presenting candidates whose talents and interests would align with the particular opportunities at our school. He also expressed a level of interpersonal care and concern that humanizes the search process for all involved, which is so important for institutions founded on relationships. I was delighted to work with and learn from Doug, and would recommend him and Deerfield Associates without reservation.*

*John Botti*  
*Headmaster*  
***The Browning School***  
*New York, New York*

November 2019

*“My family and I could not be happier to join the remarkable community at Greens Farms Academy. Throughout the well-paced search process, Doug was always accessible, providing valuable counsel, feedback, and support at every turn. I have known Doug for over a decade and have been consistently impressed with his excellent judgement, deep empathy, and highly collaborative approach. I admire his discipline to keep countless friendships in good repair and his commitment to serve the best interests of his clients and candidates. It was an absolute privilege to work with Doug and his outstanding colleagues at Deerfield Associates. They have my abiding admiration and gratitude and my highest recommendation.”*

**Joe Flynn**  
**Director of Institutional Advancement**  
**Greens Farms Academy**  
**Westport, Connecticut**

November 21, 2019

“I am so grateful to have been introduced to Doug Cooney, and Deerfield Associates, by a mutual friend from my days of working back at Yale University. It was a true delight to get to know Doug and Mahsa Naini throughout the search process for the Director of Institutional Advancement at St. Andrew’s School. Doug provided extraordinary guidance and support throughout the search, and keenly understood the importance of getting to know me and valuing the right “fit” for this position within a school community. It is only because of Doug that I was introduced to an incredible professional opportunity in a place ideal for my family. I have met many search professionals in my 25-year career, and Doug is one of the best I have ever known.”

Felicia Smith  
Director of Institutional Advancement (incoming 2020)  
[Saint Andrews School](#)  
Boca Raton, Florida

June 2019

Doug,

Fifteen years and eight successful searches later.... I suppose that alone speaks to our confidence in your work, your professionalism, and the value you bring to the search process. The superior quality and level of those we have hired (Controller, Assoc. Dir of Leadership Gifts, Director of Annual Giving, Assoc. VP for Development, etc.) as a result of your efforts has truly been “priceless.” Personally, it is always a pleasure! Thanks to you and your team for this latest round of exceptional talent!

With best regards,

Tamara D. Spoerri  
Vice President for Human Resources  
[Bowdoin College](#)  
Brunswick, Maine

June 2019

I would like to thank Deerfield Associates, in particular Mr. Doug Cooney for being a friend and advisor of sorts to me in my professional development. I was very fortunate to have met Doug a handful of years ago through a mutual friend.

From our first conversation, which I believe was one of introduction of how I might be able to introduce Doug to other relationship builders/fundraisers turned to a mutually beneficial relationship in which he has helped me grow in my career through providing advice and wisdom. Thanks to Doug for staying in touch over the years and truly getting to know me not just as a professional, but a person.

Doug and his team were able to provide me and my family with a life-long career opportunity. To return to a secondary school institution, The Taft School, with a mission and core values I espouse to develop the “whole student” by being guided by honesty, respect & kindness, high achievement and serving others. This opportunity came about solely from Doug knowing who I am as a person and professional, and at the same time understanding Taft’s needs within its Alumni & Development Office and fuller community.

In the advancement profession I’ve met many of Doug’s colleagues within the executive search industry. Doug is someone who truly wants to make the “right fit” for his clients (school and candidate). Doug’s ability to be successful, I believe, comes from his passion and love of making great educational institutions even greater. Doug is a sincere and honest person who wants to do the right thing. Deerfield Associates thank you for assisting me, as well as many others across the United States and world in discovering our professional home.”

Lawrence Crimmins  
Director of Development  
**The Taft School**  
Watertown, Connecticut

August 2019

*I first met Doug Cooney 15 years ago, (when I was working at Deerfield Academy), at a coffee shop on Main Street in Northampton (Doug's hometown).*

*Doug reached out to me back then and said that he would like to meet to get to know each other in general interest. When I shared that I was not looking for a new job, Doug replied "You are exactly the kind of professional who I like to meet - well in advance of a possible job/career move".*

*Since then, working with Doug has been a seamless experience (twice!). Thanks to his commitment to the schools/higher education he represents in each search, paired with his tireless commitment to finding the right fit for candidates, I have had two 'dream-come-true' job opportunities realized. In 2004 Doug recruited and placed me in the advancement office at Milton Academy, and in 2019 in the advancement office at Bowdoin College.*

*Doug and Deerfield Associates are professional, thorough, work with deep integrity, and dedicated to success on all sides. Add to that a terrific sense humor as needed, and you have is your go-to search team. I have thoroughly enjoyed working with Doug, continue to be impressed by his Deerfield Associates team, and I highly recommend their work.*

*All the best,*

**Kimberly F. Kubik**  
**Leadership Gifts Officer**  
**Bowdoin College**  
Brunswick, Maine