

BGCB announces Fuchs as chief advancement officer

Alexandra Fuchs of Newton Highlands has joined the Boys & Girls Clubs of Boston as the new chief advancement officer.

Fuchs has most recently served as the director of annual funds and donor relations at the Boston Symphony Orchestra, where she managed a team of development professionals, oversaw in excess of \$9 million in annual support from 12,000 individual donors for the BSO, Boston Pops and Tanglewood; and created and managed a variety of donor stewardship and solicitation initiatives.

At BGCB she will lead a 12-member development team in the implementation of a comprehensive fund-raising strategy. The strategy will encompass all donor sectors and related activities to support current operating expenses, the full implementation of BGCB's strategic plan, future capital campaigns and new strategic initiatives.

Before moving to Boston in 2002, Fuchs held a number of consumer product marketing positions at Unilever, including director of global marketing for cosmetic brands and brand manager for several home and personal care products. She received a bachelor of arts degree from Stanford University and a master of business and master of arts degrees from The Wharton School and The School of Arts and Sciences at the University of Pennsylvania.