

Victoria Barthram

Senior Consultant

Graham-Pelton Consulting

Victoria Barthram brings to Graham-Pelton a proven track record of success in development and fundraising for education institutions in the UK and Asia. Before joining Graham-Pelton, Victoria most recently served the University of Sheffield as International Alumni Development Manager (UK and Hong Kong), with strategic responsibility for the University's engagement with the 50,000 alumni and friends residing outside of the UK and the USA. In this role, she worked to align alumni engagement priorities with the wider University's international strategy, piloting cultivation activity and events in over 30 cities ranging from Brussels to Riyadh. Partnering with the UK government's GREAT campaign, Sheffield City Council and Sheffield Hallam University, she also secured funding to launch the 'Sheffield in China' initiative, a collaborative alumni and industry engagement programme in Shanghai and Beijing.

Previously, Victoria held positions with Saïd Business School, University of Oxford. As Senior Development Officer, she managed alumni giving initiatives ranging from Annual Fund to major and principal level gifts, and oversaw scholarship fundraising strategy including co-ordination of prospect plans and proposals for individuals, corporates, and foundations. She also supported the School's international outreach, with a focus on development opportunities within Asia and Africa. During this time, she achieved a 100% increase in annual fund donations via a combination of e-solicitation and peer-to-peer outreach. Victoria joined Saïd Business School as an Annual Giving and Alumni Relations Officer, re-launching the School's Annual Fund and recruiting, training, and managing an international network of senior volunteers to assist with fundraising appeals and events.

Victoria has also held positions with institutions in P.R. China, including Yinghao College, where she served as International Liaison Officer, and Cambridge International Centre, where she served as Project Manager. She has also served as a Team Leader at Rux Burton Associates, working with a range of clients (independent schools, colleges, and universities) to manage Annual Fund telethon and direct mail appeals. Victoria began her career in development and fundraising while still a student, serving as a Sponsorship Co-ordinator and Student Caller at King's College, University of Cambridge.

