



Brittany N. Shaff

VP of Fundraising & Marketing

Graduway

Brittany Shaff serves as the Vice President of Marketing and Fundraising at Graduway. In her role, she leads Graduway's global marketing team as well as fundraising strategy and execution, including thought-leadership, Go-To-Market strategy, and product development for its digital fundraising platform.

Prior to joining Graduway, Ms. Shaff served as the Assistant Vice President of Digital Engagement + Philanthropic Giving at the University of Miami. At Miami, she was the architect of a cutting-edge department that combined artificial intelligence, social listening, and traditional and digital marketing and fundraising to support initiatives across all units at the University and the University of Miami Health System.

She has served in various fundraising, marketing, and analytics positions spanning independent schools, medicine, and higher education, including at the Hamlin School, Santa Clara University, Towson University, and Johns Hopkins University and Medicine. She is recognized as a thought leader in fundraising and analytics. She has received over a dozen awards from CASE and other organizations and as a frequent speaker and author on topics related to global non-profit strategy, digital engagement, and the effects of technology on organizations their communities.