



# UNIVERSITY OF CALIFORNIA Staff Advisors to The Regents



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### Biography

Juliann Martinez, as the Director of Gift Management at UC Berkeley, serves as the chief gift policy advisor for the Berkeley campus and manages the areas of gift and fund administration as well as institutional reporting for charitable giving. Prior to this role, she served as Director of Development Research and oversaw all aspects of prospect research and records management operations. Juliann is a member of the Berkeley Staff Assembly and an instructor in Berkeley's Financial Management Certificate Program for staff. Ms. Martinez has spoken at regional conferences for CASE and NSFRE, consulted with numerous San Francisco Bay Area nonprofit organizations and other higher education institutions, and led workshops on gift management, identifying prospects, and establishing a research library. Besides her higher education experience, Juliann has supported K-12 public education serving as a parent representative on the K-8 Evaluation Committee for the West Contra Costa Unified School District. Ms. Martinez also has a background in tax and is enrolled to practice before the IRS. Juliann graduated from UC Berkeley in 1987.

"The challenges that face the University of California require unique and creative responses. Throughout its long history, staff, faculty, alumni, and students have responded to challenges with innovative and creative ideas, and by building strong relationships. As a Staff Advisor, I would serve as a conduit to share the creative thinking and energy of staff from across the University of California with the Senior Leadership and The Regents. In addition to offering staff input, I would look for ways to explain Regental policy decisions to the campus staff so we all have a clear and shared understanding of the future direction of the University of California."