

**Babson College establishes the
Governor Craig R. Benson Endowed Senior Vice President for Advancement**

Craig R. Benson '77, H'03 has established the Governor Craig R. Benson Endowed Senior Vice President for Advancement position at Babson College. Babson, the [top-ranked](#) college in entrepreneurship education and leadership, is celebrating its Centennial this year.

“Craig’s generosity and leadership in our philanthropic and alumni engagement efforts over decades has had an incredible impact on the Babson community,” said President Kerry Healey. “The naming of the Senior Vice President for Advancement position is an affirmative statement about his strong support for our advancement initiatives.”

Benson’s commitment demonstrates his belief in the importance of the College’s alumni engagement and outreach efforts, as well as his confidence and support for current Senior Vice President for Advancement Ed Chiu and his team.

In recent years, the trajectory for Babson’s advancement efforts has been strong. From 2013 to 2018, the number of donors to Babson has increased by 74 percent, and alumni participation has increased from 15 percent to 30.5 percent. During the same period, total commitments to the College have grown from \$10.4 million to a record-setting \$67.4 million annually. The College has also embarked upon its most aggressive fundraising campaign in its history.

“I have come to value my partnership with Ed. My investment underscores the central role that alumni engagement and advancement plays in moving Babson’s mission forward,” Benson said. “The endowing of this critical staff position reflects my belief in the advancement function’s importance.”

Benson is vice chair of Babson’s Board of Trustees and chair of the Advancement Committee. He currently serves as the chief executive officer at Soft Draw Investments, LLC and was the 79th Governor of the State of New Hampshire. During his tenure as governor, the Cato Institute

recognized him as the most effective new governor in the country, as well as the second most effective of all governors nationwide.

In addition to being awarded an honorary degree in 2003, Benson was inducted into Babson's prestigious Academy of Distinguished Entrepreneurs in 1995 and received the Cruickshank Alumni Leadership Award in 2012 for his outstanding volunteer efforts on behalf of the College. The Cruickshank Alumni Leadership Award is named to honor the exceptional volunteer service of William H. Cruickshank Jr. '49, H'99.

"Craig's dedication to help drive Babson's advancement function to new heights has been critical to its success," said incoming President Stephen Spinelli Jr. "The naming of this position and his partnership with Ed is a fitting reflection of the vital role that philanthropic support will continue to play in Babson's future."

As Babson College celebrates its Centennial and looks to the future, sustaining and strengthening its alumni network while simultaneously making strategic investments in new programs, people, and facilities will be crucial.

"I have the highest esteem and respect for Craig," said Governor Craig R. Benson Endowed Senior Vice President for Advancement Ed Chiu. "The opportunity to work closely with him and hold this endowed position is an honor," he said.