



## **Allison Willner**

Assistant Vice President, Data Strategy  
CCS Fundraising

Allison Willner is an Assistant Vice President focused on data strategy at CCS Fundraising. Working closely with leadership and stakeholders at all levels, she has helped complex organizations holistically analyze fundraising operations, identify issue areas, outline and implement solutions. Centered on the thoughtful application of data, her work evaluates the ability of client systems and processes to support effective, impactful development programs - given where each organization is now, and where they aim to grow. A strong believer in the power of storytelling, she helps clients take ownership of their data narratives and create clear sight lines from individual activity to big-picture goals.