

Julian P. Marland **Managing Director, Greater China**

Julian Marland rejoined Brakeley Asia in 2016 after serving for four years as Director of Development at Canadian International School, Hong Kong. Julian first joined Brakeley in September 2003 with more than nine years of professional fundraising experience in the UK cultural sector. From 2003 to 2007 he served Brakeley clients primarily in Europe. From 2007 to 2012 Julian served as Managing Director of Brakeley Asia.



After an undergraduate degree in Classics at Merton College, University of Oxford, he worked as a relationship manager for Chase Manhattan Bank for seven years. He took a two-year MBA at London Business School, during which time he was involved with projects in France and Germany (he is fluent in both French and German).

Julian joined the newly established British Museum Development Trust as a senior fundraiser in 1994. During the 5½ years he was there, he was a key member of the team that raised the £106 million for the Great Court redevelopment, and was the lead fundraiser on a number of other major projects. These included the £2m HSBC Money Gallery and the £1.75 Weston Gallery of Roman Britain, the first gift from the Weston Foundation (which went on to give a further £20m towards the Great Court project).

In November 1999 he joined the South Bank Centre's executive team as development director, where he had responsibility for rebuilding SBC's development effort and initiating a major capital campaign for the renovation of the Royal Festival Hall. Julian recruited a new team nearly from scratch, launched a successful audience-giving campaign, and began the process of major gift solicitation.

Julian's clients, primarily in Europe and Asia, include the Salzburg Festival, Austria; the Gothenburg Symphony Orchestra, Sweden; the National Library of Scotland; the Nationale Reisopera, Netherlands; the Red Cross Museum, Geneva; Symphony Hall, Birmingham; Kingston University; the Orchestra of the Age of Enlightenment; the Society of Antiquaries; the Royal Institute of British Architects and the Rotunda Museum, Scarborough. During 2007 he also held the interim management position of Acting Development Director at Green College, Oxford.

In February 2007 he was appointed managing director, Brakeley Asia to spearhead Brakeley's development in this rapidly growing fundraising market and relocated from London to Hong Kong with his family in August 2008. In Asia he has worked for the Pok Oi Hospital, Hong Kong; the Korean Arts Council; the Western Academy Beijing; the International Rice Research Institute in the Philippines; Hong Kong Youth Arts Foundation; WWF Singapore; UNAIDS China; Hong Kong Academy; British School, Delhi; and Nanyang Technological University, Singapore.

Julian is a trainer and conference speaker on major gift fundraising all over the world. During his time at Brakeley he has given a British Council sponsored lecture tour in New Zealand, chaired a Museums Association conference on Fundraising in Museums, and taught fundraising courses for young cultural managers in Turin. He has also spoken at a major museum conference in Zagreb, at the Institute of Fundraising conference in London, at the main Dutch fundraising conference in Zeist, twice at the Association Française des Fundraisers Conference in Paris, and has given

seminars on major gift fundraising in Seoul, Hong Kong, Singapore, Beijing, Moscow, Delhi and Chennai.