

People

■ Consulting Game



Will Marlow ▲ has left Capitol Hill to focus full-time on AlumniFidelity, a company he co-founded in 2007. The firm seeks to help universities, schools, and nonprofits take advantage of the online fundraising tools used so successfully in recent political campaigns. Marlow's business partner, **David Andrukonis**, previously worked as a business development officer for American Bank and as a personal assistant to TV newscaster **Judy Woodruff**.

Marlow, 26, has served as director of online communications for Rep. **Frank Wolf**, R-Va., and press secretary to Rep. **Doc Hastings**, R-Wash. He says that working as a Hill staffer and being "surrounded by the newest and latest technology" inspired him to start AlumniFidelity, which he ran on the side until the "work had grown in a way that needed our full-time" attention. The company is now paying the bills, and "people are joining on a very regular basis." Marlow adds that there has been a "tremendous amount of interest by schools and nonprofits to reduce their fundraising costs, reduce the environmental impact of their fundraising programs, and reach new donors."

Marlow grew up in Arlington, Va., and graduated from the College of William and Mary in 2005. In his free time, he enjoys photography, history, and motorcycles.

—Winter Casey