



POSITION PROFILE

Chief Digital Strategy Officer

About ICBA

The Independent Community Bankers of America®, the nation's voice for more than 5,800 community banks of all sizes and charter types, is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education and high-quality products and services. With 52,000 locations nationwide, community banks employ 760,000 Americans, hold \$4.7 trillion in assets, \$3.7 trillion in deposits, and \$3.2 trillion in loans to consumers, small businesses, and the agricultural community.

ICBA's staff of 180 professionals provide products and services that promote the profitability and competitiveness of community banks nationwide. Drawing on diverse skills and the latest online technology, they provide a voice for community bankers in Washington, educational seminars, advice on regulatory issues, bank products. ICBA has two main offices, including its headquarters in Washington, DC and an office in Sauk Centre, MN, as well as nine Regional Offices.

Also under the ICBA umbrella are four primary subsidiaries:

- ICBA Bancard — ICBA's payment services provider serves as an advocate for community banks on the payments ecosystem.
- ICBA Reinsurance — ICBA's credit insurance program
- ICBA Securities — Provides community bankers with quality investment products, services, and education.
- ICBA Mortgage — Provides community banks access to mortgage lending, products, and services.

Position Summary

The Chief Digital Strategy Officer is responsible for the overall development, implementation, evaluation and improvement of technology integration and strategy across ICBA. S/He leads ICBA's IT department and oversees the department's functions and staff performance.

Key Responsibilities

- Integrate IT and digital solutions into the organization's new processes across departments and divisions and sales efforts from initiation through completion.
- Identify and provide solutions to internal opportunities and challenges to incorporate technological and digital solutions in current processes.
- Identify and enact technological and digital solutions to meet member needs and improve member experience.
- In partnership with senior leadership, identify opportunities and risks for delivering ICBA's products and services, including identification of competitive services, opportunities for digital innovation, and assessment of marketplace obstacles and technical hurdles to business success.
- Maintain up-to-date knowledge of technology standards, industry trends, emerging technologies, and best practices. Identify technology trends and evolving behavior that may support or impede ICBA's success.
- Work collaboratively with other ICBA departments to ensure that ICBA's products, services, educational offerings and other programs are developed and launched successfully.
- Work with the IT staff and other stakeholders to maximize Association Management Software usage to better inform decisions and help drive ICBA improvements.
- Evaluate and identify appropriate technology platforms for delivering the association's services to internal and external clients.
- Resolve organizational technical problems in a timely and cost effective manner.
- Works with the CEO, executive team and staff to develop and implement a culture of exceptional member/customer service.

- Manage IT department and budget achieving maximum efficiencies and optimal results.
- Other duties may be assigned.

Experience and Qualifications

EDUCATION AND/OR EXPERIENCE

- Requires a minimum of 10 years of directly related job experience.
- A minimum of a Bachelor's degree required; Master's preferred.
- Association Management Software/netFORUM Enterprise experience is a plus.
- Association experience is a plus.

LANGUAGE, TECHNICAL AND OTHER SKILLS AND ABILITIES

- Must be a "hands on" leader as well as coach.
- Must be a long-term strategic thinker who is continuously evaluating technology opportunities to understand where technology is going, how ICBA can help lead in our field, and avoid/mitigate pressures from new technology.
- Must be able to manage remote location employees.
- Must have a commitment to continuing education.
- Strong oral, written and inter-personal communications skills.
- Requires strong organizational skills and a demonstrated ability to complete tasks in a timely manner
- Demonstrated understanding of and experience with database structures, database mining concepts and methodologies, web technologies, architecture, programming techniques and web security.
- Must have solid foundation in/be familiar with a variety of concepts, practices and procedures related to this field.
- Understanding of a sales environment is a plus.

MEASURES OF SUCCESS

- Complete benchmarking of internal IT functions.
- Develop strategy to transform the department, and help integrate the department into all of ICBA's activities and processes.
- Incorporate technology into all of ICBA's internal and external offerings — publications, education, marketing, sales offerings, etc. — including establishing digital delivery of products, services, and programs.
- Develop stronger information flow from databases to ICBA functional areas to help the functions grow, better serve members and staff, and inform decisions.
- Position ICBA to take advantage of technological changes and disruptions for the organization and its members.

- Successful hiring of a business systems analyst.
- Successful integration of netFORUM Enterprise.
- Adaptation and integration within the organizational culture.

ICBA Location

Washington DC Office
1615 L Street NW
Suite 900
Washington, DC 20036

Web Presence

www.icba.org

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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