

EXECUTIVE POSITION PROFILE

Executive Vice President



This search is being conducted by:

VettedSolutions

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I. Position Description

Scope of Position

Under the direction of the President & CEO, the **Executive Vice President**, located in Chicago Illinois, will serve as a key partner to the CEO by enabling the CEO to work most effectively with internal and external stakeholders. This position is responsible for the success of the business development, brand experience and marketing and internal operations. This position is accountable for establishing sales and marketing programs and developing sales and marketing plans based on organizational goals. Programs and plans will promote revenue growth necessary to meet financial objectives. In addition to Business Development, the Executive Vice President will oversee the planning and execution of business initiatives and specific to Brand Experience and Marketing and organizational Administration. This is a facilitative role working in direct partnership with and providing the highest level of support to the President & CEO. This role requires strong financial acumen specific to budgeting and forecasting, a combination of focus and flexibility, as well as a willingness to play an active behind the scenes role.

Essential Duties and Responsibilities

The essential duties and responsibilities include the following. Other duties may be assigned.

Business Development

- Develop and implement strategic sales and marketing plans and forecasts in support of organizational strategies and objectives.
- Direct implementation and execution of sales and marketing policies and practices.
- Collaborate with Finance to establish budget and forecast. Manage sales operating budget.
- Direct sales forecasting activities and set performance goals accordingly.
- Develop and manage sales team capable of carrying out sales initiatives.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Maintain industry and competitor awareness and understand service markets. Monitor industry activity to identify trends and competitor sales and marketing activities.
- Oversee marketing strategy and adjust to meet changing market and competitive conditions.
- Recommend sales strategies for improvement based on research and competitor analyses.

- Develop and recommend positioning and pricing strategy to produce the highest possible revenue growth.
- Design packages to build partnership relationships. Manage partnership programs.
- Represent Association Forum at networking events, conferences, meetings, trade shows and/or business to business exchange events.

Brand Experience and Marketing, Administration

- Support President & CEO in the planning and direction of specific Brand Experience and Marketing activities and general operations.
- Responsible for strategic planning including analyzing and evaluating internal business plans.
- Ensure the consistent and appropriate execution of brand and marketing campaigns across all platforms, channels and strategies.
- Oversee the creation and development of the association online brand strategy, including LinkedIn, Facebook, YouTube, website, and email, etc.
- Oversee the creation and development of the association off-line brand strategy, including design, marketing and print collateral.
- Work with the leadership team to align their actions and communications in support of agreed upon goals, ensuring the needs of the President &



CEO are conveyed, that timely progress is being made and that any demands on the President & CEO's schedule are understood and agreed upon. Also responsible to ensure the needs of the leadership team are conveyed to the President & CEO for consideration.

- Present ideas for special projects that may facilitate the President & CEO's objectives.
- Engage in proactive root cause analysis on issues and opportunities that could impact the leadership agenda.
- Work closely with the President & CEO's Assistant to remain apprised of and/or schedule upcoming commitments. Confirm objectives for meetings and recommend participants and best approach, ensuring participants are aware of and prepared for meetings.

Operations and Administration

- Oversee day-to-day operations to support growth and add to the bottom line.
- Oversee enterprise wide IT system and upgrades
- Oversee conference center logistics, sales, promotions and management
- Assist with business process management including modeling, documenting, analyzing and designing business processes, as well as overseeing the implementation of process improvements. Responsible to examine existing processes, evaluate them within the context of organizational goals, and propose changes or enhancements to assist in achieving goals.

- Review prior to CEO approval of major contracts, including operations and signature events.
- Play a major role in the metrics and monitoring system to validate organizational performance and impact.

Minimum Qualifications for Consideration

- Bachelor's degree in business required
- MBA preferred
- 15 years experience
- Association management or non-profit experience preferred
- CAE preferred

Knowledge, Skills and Abilities

- Strong financial acumen.
- Demonstrated experience and success with budgeting and forecasting.
- Superior written and verbal communication skills; excellent persuasive communication skills.
- Collaborative, can-do approach to problem solving.
- Ability to meet deadlines.
- Superior project management skills.
- Acute attention to detail.
- Fosters a team culture and rewards and celebrates Forum values.
- MS Office (Word, Excel, PowerPoint).
- Must be local to Chicagoland area.

II. Organization Review

About Association Forum

- Founded in 1916, Association Forum has:
- Nearly 4,000 members.
- These members represent more than 44,000 association professionals from nearly 1,600 Chicago organizations.
- These organizations serve 27 million individual members, have 9 million donors and generate \$10.3 billion annually in economic impact.
- Staff of over 25 employees that generates \$3.4 million in revenue.

Mission

To advance the professional practice of association management.

Purpose and Major Goals

To be the definitive resource for learning opportunities that address the varied needs of association professionals as they advance in their association management careers, to provide an environment that engages the association community and industry partners and be recognized as the preeminent resource for tools and best practices in the field of association management.

Leadership

- **Michelle Mason**, FASAE, CAE, *President & CEO*

Headquarters

10 S. Riverside Plaza, Suite 800
Chicago, Illinois 60605

Web Presence

www.associationforum.org



III. About Vetted Solutions

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

To apply, please visit the Current Searches page at: www.vettedolutions.com



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