

EXECUTIVE POSITION PROFILE

Vice President, Research and Knowledge Management




AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



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I. Position Description

Summary

The **Vice President, Research and Knowledge Management** of the American Society of Interior Designers directs the Society's knowledge generation and management activities, and research initiatives (including surveys, white papers, environmental scanning, industry and economic trends, and case studies). The VP serves as a resource to staff, the board, volunteers, members, the media and others on trends and developments within the industry and subject matter experts on a variety of design and business topics. The VP oversees four primary areas:

1. Evidence-based research to advance the practice of interior design;
2. Primary research to gauge member and nonmember needs to drive internal strategy, drive membership acquisition/retention and develop brand/marketing messages;
3. Industry trends, statistics and research.

Experience & Qualifications

- Graduate degree in business, statistics, economics or other social science requiring significant familiarity with research principles/practices and survey techniques.
- Minimum five years with an industry-focused research firm, consultancy, supplier or agency, in a position reflecting deep experience and expertise in qualitative and quantitative research and analysis.
- Extraordinary communicator; outstanding written and presentation skills.
- Experience and familiarity with the built environment and/or interior design.
- Experienced moderator employing both traditional and innovative methods.
- Significant familiarity and comfort with technology as well as both traditional and new media strategies.
- Ability to manage multiple projects with a sense of urgency.
- Successful at team building as an ongoing process.
- Ability to manage and mentor staff.

- A strategy thinker who can interpret research findings and drive implementation strategies cross-departmentally.
- A dynamic communicator across a broad range of people, from consumers to membership.
- An engaging public speaker with strong written communication skills.
- A positive individual with good interpersonal skills.
- The ability to find creative solutions to complex situations.
- Highest standards of personal and professional ethics and integrity.
- A sense of urgency and high energy.
- An outstanding ability to communicate with numerous and varied constituents.
- Strong organizational and time-management skills to meet deadlines.

Key Responsibilities

- Design and direct research projects that focus on understanding the role interior design plays on impacting the human experience.
- Build knowledge competency of all sectors and disciplines in the industry, including the supply elements (contract and residential furniture manufacturers, lighting, drywall, etc.) and demand elements (business owners, real estate executives, facility managers, homeowners) that make up the business of design.
- Conduct analysis and generate reports on the state of the industry, with emphasis on its economic impact and interrelationships with other market drivers and design disciplines.
- Partner with the Marketing & Communications team to develop tools and communication channels to socialize research learnings and insights — both internally and externally.
- Partner with the Government Affairs, Industry Partnerships, Membership and Education teams as well as the volunteer councils to achieve their objectives by providing advice, counsel and assistance with data collection, analysis efforts and strategic implementation.

- Present research findings and trends data at industry and organizational events.
- Analyze transactional, financial and digital data and build predictive models (e.g., customer lifetime value, member retention, etc.).
- Project manage researchers, analysts and other industry experts conducting work on ASID's behalf.
- Identify and engage consulting firms for a range of association projects, as needed.
- Strategic, financial and operational planning and identification and implementation of new revenue sources (e.g., grants, partnerships, product sales).

Personal & Professional Qualities

The successful candidate will have both personal and professional integrity, strong communication skills, and a professional appearance and presentation. In addition, the qualified candidate will have a strong desire to succeed in a challenging environment.

Other proficiencies and best practices for the highest performers include:

- **Strategic vision & thinking:** Ability to position ASID for the future, looking beyond the present situation to conceptualize key trends and identify changing market demands.
- **Leadership:** Ability to build a sense of shared purpose and commitment in others.
- **Presentation skills:** Communicates effectively with staff, peers, and the Board of Directors.
- **Customer focus:** A commitment to customer satisfaction, including anticipating needs, providing appropriate education, and developing solutions.
- **Creativity:** Ability to address problems and challenges, moving beyond the standard methods and solutions, and keeping ASID ahead of the curve.
- **Continuous learning:** Takes initiative in learning and implementing new concepts, technologies and methods.
- **Recruitment & retention:** Attracts, selects, and retains talented staff.
- **Coaching & developing others:** Guides others in performing effectively and provides others with development opportunities.
- **Integrity & compliance:** Can be relied upon to act ethically, to safeguard confidential information, and to adhere to the ASID mission and core values.
- **Managing performance:** Assists others in setting goals that are challenging and aligned with the broader organization goals; monitors and evaluates others' performance; and provides feedback and reinforces behavior.
- **Financial skills:** Manages his or her part of ASID's financial performance and understands key financial indicators.
- **Relationship building:** Networks outside and inside the organization and builds positive strategic relationships with key individuals and groups.

II. Organization Review

American Society of Interior Designers (ASID)

ASID is a community of designers, industry representatives, educators, and students committed to interior design, with an overall membership of more than 40,000 individuals and organizations. ASID's offices are located in Washington, DC.

ASID believes that design transforms lives and that the Society is “the core of the design community.” Through education, knowledge sharing, advocacy, community building, and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to change people's lives positively. ASID inspires and enriches its members by promoting the value of interior design while providing indispensable knowledge, experiences, and networking. Members engage in a variety of professional programs and activities through a network of 48 chapters with active members in all 50 states and Canada, as well as 325 student chapters nationwide.

History

ASID was founded in 1975 and is the oldest, largest, and leading professional organization for interior designers. Its rich, vibrant history goes back more than eight decades. The first national interior designers association was the American Institute of Decorators (AID), founded in 1931, and later renamed the American Institute of Interior Designers. In 1975, AID and the National Society of Interior Designers (NSID) merged to become today's American Society of Interior Designers (ASID). The History of ASID: 30 Years of Advancing the Interior Design Profession was published in 2005 to commemorate the Society's achievements in its first three decades.

Stated Purposes

ASID by-laws state the Society's core purposes:

- To deal with common issues and challenges of interior design, its management, and related

functions of the Profession; to secure cooperative action in advancing its members' common purposes, foster equity in business usages, and promote activities designed to maximize the Profession's potentials and goals.

- To express its opinion on any question affecting the Profession or the design, economic, environmental or cultural interests of the nation.
- To protect the public health, safety, and welfare, and to educate the public on the value of professional design services.
- To promote the common business interests of the Profession and to cooperate with organizations representing other professions and industry in seeking solutions to mutual problems.
- To conduct and encourage education and research in interior design and otherwise advance the state of the art of interior design to maximum levels.
- To unite interior designers in fellowship and combine their efforts so as to improve technical, aesthetic, and practical performance by the Profession in the interests of the nation.

Ethics & Values

ASID's Code of Ethics and Professional Conduct states in its preamble, “Members . . . are required to conduct their professional practice in a manner that will inspire the respect of the general public, their clients, fellow professional designers, as well as suppliers of goods and services to the profession. It is the individual responsibility of every member of the Society to uphold this Code of Ethics and Professional Conduct and the Bylaws of the Society.”

Membership

The Society's nearly 13,000 practicing interior designers work in various industry segments — residential, commercial and specialties, including hospitality, healthcare, retail and institutional.

ASID Industry Partners include more than 2,000 member firms with more than 6,000 individual

representatives, uniting the professional designer with manufacturers of design-related products and services.

More than 5,000 interior design students are also ASID members through chapters at universities, colleges, and design schools with 2- and 4-year programs nationwide.

Members are qualified by education, experience, and examination, and adhere to a strict code of ethics and professional conduct. Professional members of ASID must pass acceptance standards, including a combination of accredited design education and/ or full-time work experience and passing a two-day accreditation examination administered by the National Council for Interior Design Qualification (NCIDQ).

Membership in ASID is a resource to advance and excel in today's marketplace. With the access to take advantage of countless interior design products, services, programs, and opportunities, ASID offers its members a chance to build the membership experience you want to fit individual needs in a diverse profession.

Types of ASID Membership

ASID has six main categories of membership:

- **Practitioner Memberships:**
 - **Professional Members** have taken and passed the NCIDQ exam.
 - **Allied Members** have completed at least 40 semester (or 60 quarter) credit hours in interior design or architecture courses.
 - **Associate Members** have been practicing interior design for at least six years and have a degree in another subject (other than interior design).
 - **Educator Members** currently a full-time or parttime instructor in a post-secondary program of interior design education.
 - **Student Members** are enrolled in an interior design or interior architecture program that requires at least 40 semester (or 60 quarter) credit hours to graduate.
 - **Student Advancement Members** (to Allied Membership) are Student Members and recently

graduated from an interior design program and are ready to transition to Allied Membership.

- **Industry Partner Members** are companies that manufacture or supply products and/or services to the interior design industry.

Committees, Councils & Task Forces

ASID relies on the commitment and dedication of its member volunteers to keep its programs vital to and inform future projects. The Society has eight committees, councils, and task forces, with staff liaisons in either the Education and Engagement Department or the Government and Public Affairs Department:

- The Chapter Support Team (CST), consisting of former chapter presidents, works to ensure the strength, stability, and overall health of the 48 ASID chapters. It communicates often with the chapter leadership about strategic planning, work plans, budgets, elections, and effective governance.
- The Council of Fellows reviews and approves nominations for ASID Fellowships and Honorary Fellowships.
- The Emerging Professionals Advisory Council (EPAC) pursues strategies to engage recent graduates and new designers in ASID programs, encourage career advancement and promote the accomplishments and contributions of ASID emerging professionals.
- The National Examiners Committee reviews membership-related issues, approves nominations for Life Membership, and review and recommend Chapter Medalist Award winners to the ASID Board.
- The National Nomination Committee reviews and selects candidates for president-elect and board member-at-large positions.
- The Student Advisory Council (SAC) encourages and supports interior design students, focusing on building programs that will enhance their undergraduate learning and ease the transition into the professional ranks.
- The Ethics Committee reviews ethics complaints filed against ASID members that have passed legal

review but have not been resolved between the two parties. The committee, without determining guilt or innocence, decides if a case involves a possible ethics violation and merits being sent before a disciplinary committee.

- Legislative and Codes Advisory Council (LCAC) develops and guides the ASID legislative and codes agenda, determining Society positions on state and federal legislation, developing and implementing ASID legislative strategy with the Headquarters Support Team, and working with individual chapters. Duties include:
 - Annually allocating legislative financial aid and staff and volunteer resources to coalitions and chapters.
 - Developing and guiding ASID participation in codes development and adoption processes, including national, regional, and state building codes, as well as other codes and standards affecting the built environment, such as the Americans with Disabilities Act (ADA).

- Develops and reviews specific code language as well as strategies to take part in development of codes by specific code-writing organizations (e.g., International Codes Council, National Fire Protection Association).

Location

ASID's headquarters office is located in downtown Washington, DC at 1152 15th St NW, suite 910, across from the Loews Madison hotel, a 6 minute walk from the McPherson Square station (on the Blue, Orange, and Silver lines), or an 8 minute walk from Farragut North station (on the Blue, Orange, and Silver lines).

Web Presence

The American Society of Interior Designers can be found online at: www.asid.org

ASID has additional online presences on LinkedIn, Twitter, and Facebook, including a Facebook page for students and emerging professionals.



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.

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