

# EXECUTIVE POSITION PROFILE

## Managing Director, Government Relations and Engineering Education

American Society of Mechanical Engineers (ASME)






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# I. Opportunity

## Scope of Position

The Managing Director supports his/her team continuously making decisions that require independent judgment based on experience and a broad perspective on the interface between public policy, engineering and ASME. Examples include how and when to effectively communicate ASME positions to policy makers; facilitating the development of ASME position statements that may affect multiple Society units, and involve numerous senior volunteers e.g. energy policy, and effective supervision of independent contractors in their representation of ASME before state legislatures and government officials.

The Managing Director must coordinate communication of ASME views utilizing networking, persuasion, communication, and external relationship building skills. When incumbent or direct reports identify the opportunity, then incumbent and his/her team must (1) identify appropriate ASME group to respond, (2) assist principals in forming task group to prepare response, (3) arrange for appropriate means by which group can work on these responses, (4) counsel group/assist in writing and editing of statement, alert, letter, etc., (5) secure internal approvals, (6) process in accordance with Society Policy P-15.1, (7) arrange for presentation of views (e.g., testimony, meetings with high-level official, letters), and (8) oversee follow-up efforts (e.g., get the information to the media, wider government audience, ASME members; set-up meetings/briefings).

Incumbent must carefully plan the use of staff and program budget resources to maximize program effectiveness and to provide cross sector support services to a wide array of ASME products, services and key initiatives including, but not limited to, conferences (speakers and program development), codes & standards, advanced manufacturing, energy and engineering education.

The Managing Director is responsible for a combined industry/government relations budget of \$2.3 million and 12 staff. Incumbent is responsible for the annual production and strategic guidance of over 30 position statements and a minimum number of companies represented on the Industry Advisory Board. The incumbent must also have experience with grant/proposal writing to secure external support for programs in collaboration with the ASME Foundation.

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## Responsibilities

The Managing Director has dual responsibility. The first is effective leadership and management of the Washington DC Office. Responsibilities in these areas include but are not limited to:

- Providing strategic leadership for Public Affairs activities of the ASME Washington, DC office.
- Promotes positive relations and drives the strategy for new program development with industry through the development and on-going interactions with senior corporate executives.
- Promotes positive relations and drives the strategy for Government Relations through the development of on-going interactions with policymakers at the state and federal level.
- Provides staff support for operations of the ASME Public Affairs and Outreach (PAO) Council and subordinate volunteer groups.
- Facilities management and operation of the ASME Washington Center.
- Development and communication of ASME position statements on P 15.1.

The second is provide leadership to the Engineering education programs to ensure that collectively ASME improves the quality of the engineer and engineering education.

## Principal Accountabilities

### Government Relations & Engineering Education

The Managing Director will oversee the Government Relations and Engineering Education departments. He/she is accountable for planning, developing and executing all ASME Federal government relations activities and engineering education programs, and demonstrates the impact in improving the quality of the engineer and the engineering profession.

These activities provide Federal government with advice on engineering, science and technology policy-related matters and issues affecting the mechanical engineering profession.

The incumbent has responsibility for working with the Director of Engineering Education and Director of Government Relations in identifying and analyzing public policy and engineering education issues that impact mechanical engineers, ASME and the engineering profession. The incumbent directs all activities associated with articulation, development and dissemination of ASME position statements on a wide scope of public policy issues, including codes and standards, energy, environment, education, and federally-funded research and technology-based economic development.

The Managing Director initiates actions, provides direction and counsel to ASME members and staff on effective ways of contributing ASME input to public policy debates, and arranges for communication of ASME views to public policy makers through testimony, position statements, letters, alerts, meetings, the Federal Fellows program, and other means. To carry out these responsibilities, the incumbent and his/her team must have extensive

interactions with senior volunteers and staff of the Society and effectively develop and maintain a strong and positive working relationship with Members of Congress, senior staff at the White House, and federal agencies.

The Managing Director oversees the execution of the process management framework that promotes effective management of resources, develops standard and ad-hoc reports, and effectively communicates the Society's public policy activities to ASME members and related organizations. The Managing Director must possess a sound understanding of the legislative and budgetary process.

ASME's reputation and credibility are paramount. The Managing Director must be able to cultivate and maintain excellent relationships with Administration officials, Members of Congress and their staff, and leaders of the engineering, science and technology community.

Failure to identify relevant issues could lead to enactment of legislation and regulations that are technically inaccurate or disadvantageous to ASME members and ASME. The Managing Director's actions are pivotal to maintaining ASME's credibility with public policy makers and could thereby affect the membership and the financial viability of the Society.

### Industry Relations

The Managing Director is the primary conduit to building strategic relationships with the ASME Industry Advisory Board (IAB), a group of executives at or near the CEO level from a wide spectrum of companies. The IAB is charged with advising ASME on areas of concern to the industry. Incumbent initiates, plans, and manages the IAB biannual meetings, including procurement of senior level speakers from government, industry and academia and leverages the data and information to support the development of new products that align with ASME vision. Incumbent carries out continuous

recruitment of senior corporate executives for membership on the IAB and supports the IAB Executive, Program, and Nominating Committees.

## Key Qualifications

### Education and Experience

- Bachelor's degree in public administration, political science, communications, technical or similar field plus at a minimum 10 years' experience in public administration/affairs, including 8 years in a management position; graduate degree preferred.
- Experience in government contracting, budgeting and proposal writing.
- Experience in the development and communication of positions on public policy issues.
- Demonstrated experience in effectively representing an organization with senior government and corporate officials.

- Capitol Hill work experience strongly preferred.
- Thorough knowledge of government processes and legislative procedures.
- Experience in budgeting, human resource management and supervision.
- Experience in managing public policy issues.
- Experience in supporting association volunteer Committees/Boards.

### Skills

- Demonstrated program and personnel management skills.
- Knowledge of electronic communications for information gathering and dissemination.
- Demonstrated program initiation and development skills.
- Demonstrated teambuilding and management skills.

## II. Organizational Overview

### About ASME

ASME is a not-for-profit membership organization that enables collaboration, knowledge sharing, career enrichment, and skills development across all engineering disciplines, toward a goal of helping the global engineering community develop solutions to benefit lives and livelihoods. Founded in 1880 by a small group of leading industrialists, ASME operates on a \$179.9M budget and has staff of 340. ASME has grown through the decades to include more than 130,000 members in 151 countries. Thirty-two thousand of these members are students.

From college students and early-career engineers to project managers, corporate executives, researchers and academic leaders, ASME's members are as diverse as the engineering community itself. ASME serves this wide-ranging technical community through quality programs in continuing education, training and professional development, codes and standards, research, conferences and publications, government relations and other forms of outreach.

## Our Mission

ASME's mission is to serve diverse global communities by advancing, disseminating and applying engineering knowledge for improving the quality of life; and communicating the excitement of engineering.

## Our Vision

ASME aims to be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.

## Goal & Objective

### Enterprise Strategic Goal

ASME will enhance its relevance and impact among global constituents by being the leader in advancing engineering technology.

### Enterprise Strategic Objective – 2025

By 2025, ASME is called upon: to be the go-to organization to help address key technology-related challenges in the public interest in a manner that engages core engineering constituencies (government, academia, industry, engineers, students, and technology-development professionals); to increase its mission impact as measured by reliable metrics, including growth in donations and program revenues of at least 100%; and to diversify its revenue streams so that 50% or more of all revenues derive from new and existing sources other than Standards and Certification.

## Five Core Technologies

### Manufacturing

Both traditional industrial production and emerging areas including Additive/3D and Digital Manufacturing. Additive Manufacturing refers to the process of joining materials to fabricate objects from 3D model data; Digital Manufacturing refers to systems that use digital information to improve various aspects of industrial production.

### Clean Energy

Technologies to support the generation of electric power while minimizing environmental impact. Includes renewable energy sources (solar, wind, hydro and tidal, nuclear, fuel cells, and certain biomass), storage technologies (batteries, pumped hydro, compressed air, fly wheels, thermal storage, and hydrogen), pollution-minimization technologies (including low-carbon tech), energy efficiency, demand-side management, and distributed generation technologies that reduce or optimize energy and support sustainable energy usage practices.

### Pressure Technology

Technologies involved in the design, analysis, materials, fabrication, construction, inspection, operation, nondestructive evaluation, and failure prevention of pressure vessels, piping, pipelines, power and heating boilers, heat exchangers, reactor vessels, pumps, valves, and other pressure and temperature-bearing components.

### Bioengineering

The applications of engineering skills and analysis to the development of pharmaceuticals, biological devices, food supplements, and other products. Growing areas of practice include the diagnosis, prevention, and treatment of disease; food management; prosthetics, ergonomics, and others.

Includes biomedical engineering (practices at the intersection of engineering and medicine) but the terms are sometimes used interchangeably.

## **ROBOTICS**

Traditional industrial machine systems that typically have three degrees or more of articulation as well as emerging areas such as drones and autonomous vehicles. Systems that may be programmed to perform predefined tasks, respond to external inputs, and/or be programmed to operate autonomously within specific environments. Applications in industrial manufacturing, medicine, the military, and a growing variety of services.

## **Board of Directors**

- **President**  
K. Keith Roe
- **Immediate Past President**  
Julio Guerrero
- **Executive Director**  
Thomas G. Loughlin
- **President Nominee/Elect**  
Charla K. Wise

## **Members**

- Bryan A. Erler  
Term 2015 – 2018
- Urmila Ghia  
Term 2014 - 2017
- Caecilia Gotama  
Term 2015-2018
- John Goossen  
Term 2014 - 2017
- Mahantesh Hiremath  
Term 2016-2019
- Karen J. Ohland  
Term 2016-2019
- Sriram Somasundaram  
Term 2015-2018
- Jack M. Tuohy  
Term 2014 - 2017
- William J. Wepfer  
Term 2016-2019

## **Society Officers**

- **Secretary/Treasurer**  
James W. Coaker
- **Assistant Secretary**  
John Delli Venneri
- **Assistant Treasurer**  
William Garofalo

## **Web Presence**

<https://www.asme.org/>

**ASME Government Relations Policy site**

<http://ppec.asme.org/>

## III. About Vetted Solutions

**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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