



Consumer Federation of America

**Executive Director /
Chief Executive Officer**

**VETTED
SOLUTIONS**
A PASSION
FOR PURPOSE

SUMMARY

The Consumer Federation of America (CFA) seeks an Executive Director/Chief Executive Officer (ED/CEO) with the passion and skills needed to lead the federation to new levels in advancing the interests of consumers.

CFA is well known and respected for its work in advancing pro-consumer public policies through broad-based education, research and aggressive advocacy – all leading to expanded support from the public and other organizations for the federation’s strategic goals and policy-related objectives. The ED/CEO must build on that work to lead the organization in an environment increasingly defined by profound social change, political uncertainty, and vast technological advancements.

The ED/CEO must be a purpose-driven leader who has visionary strategic insight, astute management skills, financial and membership-growth expertise, the personal dynamism and charisma inherent in effective advocacy, and the broad-based communication skills needed to connect with all the audiences important to CFA and its success. Above all, the ED/CEO must bring a passion for the CFA – and its work – that will inspire others, internally and externally. The ED/CEO will serve as a mentor and guide for others in the CFA executive management team, while regularly interacting as a trusted ally for the CFA Board.

The next CFA ED/CEO will work collaboratively with directors and the executive management team to assure effective implementation of the CFA strategic plan. And in the process, the new ED/CEO will be responsible for expanding awareness and public support for CFA and its objectives, growing membership, overseeing day-to-day functional activities, developing internal executive leadership talent, managing the CFA budget, driving the financial viability of the organization and other goals reflecting a continuous improvement in CFA’s performance and standing among all the audiences important to its success.

RESPONSIBILITIES

Mission and Strategic Vision

- Collaborate with the Board in implementing CFA’s mission via its recently approved strategic plan.
- Report to the Board President, Executive Committee and full Board, progressing towards achieving CFA’s goals and objectives on a timetable approved by the Board.
- Execute a plan to achieve results that are consistent with CFA’s mission and strategic plan.
- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising, and to increase the overall visibility of CFA.
- Facilitate and support the operation of CFA’s Board, Executive Committee and Board President.

Advocacy

- Organize advocacy efforts to bring about policy changes that benefit consumers and advance and protect consumer interests.
- Deliver speeches, testimony, public appearances, etc. leading to wider recognition of CFA.
- Establish positive working relationships with the media, elected officials, and regulatory bodies.
- Work closely with CFA Staff to craft CFA’s legislative and regulatory strategies and to ensure that members are informed regarding issues and opportunities in these areas.

Communications, Fundraising and Outreach

- Serve as CFA’s primary spokesperson to the organization’s constituents, the media, and the general public on issues of a general nature and delegating public comments to issue experts as appropriate.
- Establish and maintain relationships with key public interest organizations to both enhance CFA’s mission and support colleague organizations.

- Supervise the development of all public relations and marketing materials developed for the organization and for specific events.
- Fundraise and develop other resources necessary to support CFA's operations and mission and to facilitate growth.

Membership

- Develop and oversee a membership recruitment and support program, meeting the needs of CFA's members – reinforcing that CFA is a federation of members.
- Identify and recruit new members.
- Build dues revenue by increasing the value delivered by CFA.
- Model and create a member-centric mindset in all who work within the organization.
- Ensure members have access to the most up-to-date market intelligence through publications, newsletters, and CFA member webinars.

Events and Conferences

- Oversee organizing of CFA's special events and activities such as Consumer Advocacy Week, High Cost Lending Advocacy Week, America Saves, Consumer Assembly, Financial Services Conference, National Food Policy Conference, and the Awards Dinner.

Financial Performance and Viability

- Responsible for the fiscal integrity of CFA, to include submission to the Board of a proposed annual budget and financial statements, which accurately reflect the financial condition of the organization.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.

Administration and Management

- Responsible for the effective administration of CFA's operations.
- Propose an organizational structure that supports the new strategic plan and potential new positions.
- Ensure CFA's various committees are properly staffed and resourced.
- Recruit, retain, and develop a diverse, high performing staff team.
- Develop a productive, respectful, diverse and inclusive work environment.
- Oversee all agreements and contracts made and entered into on behalf of the organization.

DESIRED ATTRIBUTES

- A minimum of 5 years of leadership and/or management experience
- Ability to engage diverse public interest partners and donor groups
- Demonstrated ability to create a culture of collaboration, inclusivity, respect, professional growth, and creativity
- Effective public speaker and spokesperson
- Experience or background in consumer advocacy preferable
- Demonstrated passion for the mission of their organization, their professional community and cultivating a continuous learning culture with the client team
- Effective leader with experience in organizational building
- Capable of shaping vision and implementing an ambitious strategic plan
- Experience/understanding of the regulatory, legislative and policy-making environment

- Knowledge and a measurable track record of expanding an organization's membership and core assets while elevating the profile of an organization through outreach, marketing and public relations
- Is recognized as a collaborator and someone who effectively builds and enhances relationships
- Skills to cultivate and maintain engagement with member organizations, sponsor partners and volunteers
- An inspirational leader, with a history of leading a staff and managing their professional growth and development

MEASURES OF SUCCESS

- The Executive Director has implemented the strategic plan and brought the organization together in a cohesive vision, projecting beyond their own administration and carrying forward CFA's reputation in the future.
- The bond has been strengthened between CFA and its members; membership has grown and member engagement has increased in regulatory and Congressional lobbying for public policy changes.
- CFA's excellent level of advocacy and value has continued.
- The ED/CEO will have increased fundraising for the organization, utilizing elements within the strategic plan.
- The ED/CEO has created a work environment that continues to foster the collegiality, cooperation and communication needed for a small organization to create major changes.
- The ED/CEO has brought a sense of excitement, enthusiasm, and passion to the efforts of the Federation.
- The ED/CEO has focused on revitalizing the consumer movement in the U.S.; Developing avenues for younger advocates to join the cause; Working with other organizational stakeholders in the revitalization effort.
- The ED/CEO has significantly increased outreach to the many foundations working in CFA's vast portfolio of subject matter. Creating an independent effort aimed at the wealthiest of Americans, many who have committed to give away much of their earned fortunes.

ORGANIZATIONAL REVIEW

The Consumer Federation of America (CFA) is an association of nonprofit and not-for-profit consumer organizations that was established in 1968 to advance the consumer interest through research, advocacy, and education. Today, more than 250 of these groups participate in the federation and govern it through their representatives on the organization's Board of Directors. CFA is a research, advocacy, education, and service organization.

- As a research organization, CFA investigates consumer issues, behavior, and attitudes through surveys, focus groups, investigative reports, economic analysis, and policy analysis. The findings of such research are published in reports that assist consumer advocates and policymakers as well as individual consumers. They provide an important basis for the policy positions and work of the organization.
- As an advocacy organization, CFA works to advance pro-consumer policies on a variety of issues before Congress, the White House, federal and state regulatory agencies, state legislatures, and the courts. CFA communicates and works with public officials to promote beneficial policies, oppose harmful ones, and ensure a balance debate on issues important to consumers.
- As an education organization, CFA disseminates information on consumer issues to the public and news media, as well as to policymakers and other public interest advocates. To do so, CFA utilizes reports, books, brochures, news releases, press conferences, a newsletter, conferences, forums, and this website. Of special importance are the on-line newsletter CFAnews Update, three annual conferences – Consumer Assembly, financial services conference, and food policy conference.

- As a service organization, CFA assists individuals and organizations. CFA's principal service to individuals is through the America Saves campaign which CFA organized in 2000 and has managed since then. CFA's services to organizations, with a special focus on CFA member groups, includes CFAnews Update, CFA's three annual conferences, CFA's State and Local Resource Center, CFA's Consumer Cooperative Advisory Group, and CFA's annual Awards Dinner that recognizes distinguished public, consumer, and media service.

AMERICA SAVES

America Saves, a campaign managed by the nonprofit Consumer Federation of America, seeks to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. The research-based campaign uses the principles of behavioral economics and social marketing to change behavior. Nonprofit, government, and corporate groups participate in America Saves nationally and through local, regional, and statewide campaigns around the country. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during America Saves Week.

America Saves provides free financial tools, savings services, advice, and resources that help Americans from every income level take the steps needed to take charge of their finances and manage money more effectively.

By inspiring a strong savings ethic in people, CFA, working with America Saves, can improve the financial health of our schools and businesses, our communities, and our nation.

VISION STATEMENT

CFA envisions a diverse and equitable society that protects the well-being of all consumers.

MISSION STATEMENT

The Consumer Federation of America promotes a fair, just, and safe marketplace through research, education, and advocacy.

CFA VALUES

Fairness: The marketplace must be operated with effective, consistent rules and transparency to protect all consumers.

Justice: Consumer rights are protected to prevent and correct harm or inequity.

Safety: Consumers are entitled to safe products and services.

Equity: Systemic change is crucial to level the playing field so all consumers have equal access to quality products and services.

Collaboration: CFA is most effective when engaging with a wide continuum of academics, advocacy, government, and corporate stakeholders.

Fact-Based: CFA builds its advocacy based on objective evidence and expert analysis.

WEB PRESENCE

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twitter [@ConsumerFed](https://twitter.com/ConsumerFed)
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