

# EXECUTIVE POSITION PROFILE

## President & Chief Executive Officer Construction Management Association of America






Advancing Professional Construction  
and Program Management Worldwide

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This search is being conducted by:

## VettedSolutions

1101 14th Street, NW, Suite 910  
Washington, DC 20005  
+1.202.544.4749

 [vettedolutions.com](http://vettedolutions.com)  
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# I. Opportunity

Vetted Solutions is recruiting and evaluating candidates for the position of President & Chief Executive Officer, (CEO) for the Construction Management Association of America, (CMAA). The position will be based at the association's headquarters in McLean, Virginia.

Building on the reputation of CMAA as the authority on Professional Program and Construction Management, the next CEO will continue to work with the Board, members and staff to realize CMAA's mission: to promote the profession of construction management and the use of qualified construction managers on capital projects and programs. A widely recognized professional organization with a reputation for training and professional development related to the Certified Construction Manager designation, CMAA will offer its next CEO the opportunity to build visibility, foster partnerships within and outside the built environment, and continue to strengthen the skills and expertise of the professional construction manager within the architecture/engineering/construction industry.

## Scope of Position

CMAA is North America's only organization dedicated exclusively to the interests of professional construction and program management and is uniquely qualified to serve both owner and service provider practitioners. The association is headquartered in McLean, VA, has an operating budget of \$5M, more than 15,000 members, and a staff of 16. The CEO oversees all staff and headquarters operations including maintaining the visibility of the organization, increasing value for members, managing resources, and representing the Association. The CEO reports to the CMAA Board of Directors.

- A management style that is both personable and motivating, supportive and firm; Genuinely enjoys traveling and meeting members
- Good public presentation skills, strong communicator who values and uses multiple forms of media
- Consensus builder who can build and maintain strategic relationships across the industry
- Passion for the work of CMAA with a commitment to continuous learning about issues that impact the membership, as well as best practice in association management

## Experience and Qualifications

- A bachelor's degree required
- At least 10 years of association management experience, with at least five spent at an executive level
- CAE preferred
- Familiarity with the construction/engineering/architecture environment and the role of construction management in delivering timely, quality-focused, cost-effective, dispute-and injury-free projects



## Key Responsibilities

The CEO will partner with the CMAA Chair and Board of Directors to focus on the following critical areas:

- **Increasing Relevance:** Work to identify programs and services that meet the future needs of the profession and the industry
- **Building Visibility and Branding:** Strengthen CMAA's position and voice in the industry. Increase understanding and value of the Certified Construction Manager (CCM) designation, its recognition among owners, and its stature among employers as an essential professional credential
- **Expanding Program Excellence:** Continue to offer high-level training and professional development opportunities based on CMAA's Body of Knowledge and CM Standards-of-Practice (SOP) through a variety of delivery formats. Build on the success of face-to-face meetings to strengthen the CMAA community and deliver content
- **Growing Membership:** Build relationships that promote the value of CMAA membership; ensure that the technology infrastructure exists to deliver state-of-the-art recruitment and retention activities. Expand outreach in new ways to build the pipeline of potential new members coming into the profession, engage young professionals
- **Building Strategic Partnerships:** Cultivate the industry relationships that will build the value of the CCM designation, grow membership, and position CMAA as the industry leader in construction management
- **Developing relationships** with academia, ABET and ACE mentor program to attract young professionals to the Construction Management profession
- **Managing Administrative and Financial Functions:** Oversee budget development and the execution of programs and activities in accordance with the strategic planning and annual program of work. Provide regular, clear, and timely reports to the Board
- **Overseeing Staff:** Build and support a highly effective staff team and maintain the overall operations of the headquarters office

## Personal & Professional Qualities

The successful candidate will possess a range of personality traits, work habits, and communication skills necessary to work effectively within the CMAA environment. The candidate will have a combination of the following:

- Passion for leading people and developing staff; life-long learner who encourages the same in staff
- Adept at helping the Board and staff think about the future
- Very persuasive with a wide variety of players within the industry, authentic in promoting the CCM credential
- Strong listener who understands the values of the profession that already exist
- Natural collaborator

## Measures of Success

While goals and objectives for performance review will be developed between the successful candidate and the CMAA Board of Directors upon hiring, the following areas are those where the Board would expect the greatest focus over the near term.

- The CEO has established strong rapport with the CMAA Board, staff and members, and communicates regularly and effectively with the Board and key leaders
- The CEO has begun to develop a plan that includes new ideas to meet the future needs of the profession and industry
- The CEO has developed a plan to strategically expand membership and increase engagement with current members
- CMAA is on a path to achieving notable expansion of owners who embrace the value of the CCM and engage with CMAA
- The CEO has developed effective and beneficial relationships with the appropriate alliance organizations and industry players
- Strategic outreach and travel to regional chapters has increased alignment around common goals
- The CEO continues to ensure the financial health of the organization

## II. Organizational Overview

### About CMAA

CMAA was formed in 1982 to establish a set of standards for managing capital construction projects. Construction Management is a professional service that applies effective management techniques to the planning, design, and construction of a project from inception to completion for the purpose of controlling time, cost and quality. A professional construction manager may work on the staff of a project's owner, or may be a consultant or contractor.

Construction management is rooted in traditional project management practices, however, it requires its own unique set of skills and professional knowledge to perform. One of CMAA's goals is to help the CM profession further develop its own unique identity within the architecture/engineering/construction industry.

CMAA is a 501(c)6 industry association with an affiliated 501(c)3 foundation, representing professional construction managers, owners and developers, academia, and their suppliers. There are two affiliated organizations directly under the CMAA umbrella: The CMAA Foundation, and the Construction Manager Certification Institute (CMCI), which administers the CCM program.

CMAA builds business opportunities for its members by enhancing the identification of CM/PM as a valuable professional service. Members gain unsurpassed professional development and networking opportunities, and organizations can strengthen both their capabilities and their marketing opportunities.

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### Regional Chapters

There are currently 29 independent regional chapters across the United States. Chapter activities include: scholarship programs, workshops, networking opportunities, awards for outstanding achievements and projects, and advocacy for the CM profession on the local and regional level.

### Mission

The Mission of CMAA is to promote the profession of Construction Management and the use of qualified Construction Managers on capital projects and programs.

### Vision

The Vision of CMAA is that all owners will realize capital project and program success by using professionally qualified Construction Managers.



### CCM Certification

The Certified Construction Manager (CCM) is the “gold standard” in personnel credentials for the Construction Management profession. It is the only CM certification accredited by the American National Standards Institute (ANSI) under the International Organization for Standardization's ISO-17024 standard.

CCMs have voluntarily met the prescribed criteria of the CCM program with regards to formal education, field experience and demonstrated capability and understanding of the CM body of knowledge. CCMs are committed to excellence in construction program/project management, career advancement and the pursuit of knowledge.

More than 3,500 professionals have earned the right to call themselves a “Certified Construction Manager.” They recognize the value that the CCM distinction brings to their careers and the confidence that it inspires in their clients.

## Construction Manager Certification Institute (CMCI)

The CM Certification Program is administered by the Construction Manager Certification Institute (CMCI), an independent administrative body of the Construction Management Association of America (CMAA). The Institute is governed by a Board of Governors and is comprised of CM professionals who are responsible for policies and procedures affecting criteria for professional certification and the determination of individual certification status of candidates enrolled in the CM Certification Program.

## CMAA National Conferences

CMAA’s National Conference & Trade Show offers education and networking opportunities for professionals from all aspects of the construction industry and is held annually in the fall and is attended by more than 1,000 professionals and guests. Construction managers, owners, project managers, engineers, architects, and others interested in the construction industry greatly benefit from this conference, which includes general sessions, educational sessions and a tradeshow with more than 70 exhibitors.

CMAA has typically held a smaller conference in the Spring, focused on specific industry issues and intended to attract the participation of Owner members. Recently, this event has been called the Capital Project Symposium and has attracted an audience of 300 to 400.



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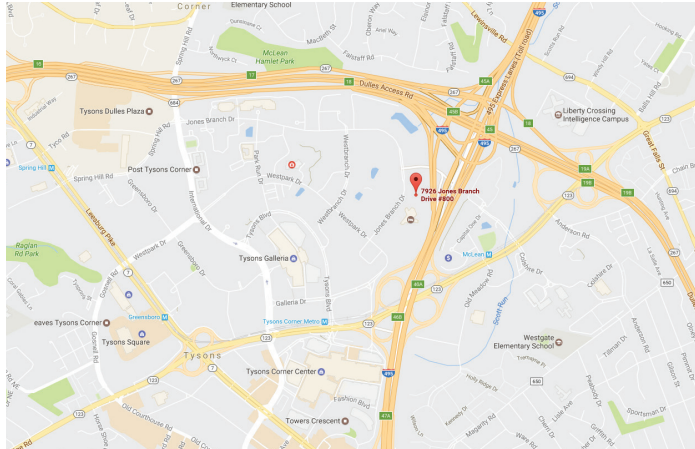
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## Web Presence

Information about CMAA's many member programs and services can be found on its website at <http://cmaanet.org/>.

## Headquarters

The headquarters office is located at 7926 Jones Branch Drive, Suite 800 McLean, VA



## 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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**Nancy Green, Vice President**  
Vetted Solutions  
1101 14th Street, NW, Ste. 910  
Washington, DC 20005  
+1 202 748 5980  
[nancy.green@vettedolutions.com](mailto:nancy.green@vettedolutions.com)



**Jim Zaniello, President**  
Vetted Solutions  
1101 14th Street, NW, Ste. 910  
Washington, DC 20005  
+1 202 210 1926  
[jim.zaniello@vettedolutions.com](mailto:jim.zaniello@vettedolutions.com)

For more information about Vetted Solutions, please visit us at:

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