

EXECUTIVE POSITION PROFILE

Chief Executive Officer

ARLINGTON, VA



GLOBAL COLD CHAIN
ALLIANCE®

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I. Opportunity

Opportunity

The **Chief Executive Officer** of the **Global Cold Chain Alliance (GCCA)** is the linchpin in a collaborative effort by four partner organizations and a highly committed professional staff to advance the best interest of the entire cold chain segment of the global food chain. In this role, the new executive drives a continuous process of finding and delivering new sources of value for members, through an expanding array of products, services and events that enhance the effectiveness, profitability and recognition of GCCA members, and assure its financial stability. This individual also demonstrates the energy, commitment and presence essential both to uniting and inspiring members and staff, as well as to the dynamic representation of GCCA with an expanding number of allies and stakeholders within the industry, the policy arena, media and other publics. The CEO is the driving force for channeling the knowledge, experience and energy of members and staff through the far-sighted strategic thinking, continuous innovation, operational excellence and a service mentality essential to GCCA members' sustained growth and success.



Position Responsibilities

Strategic Thinking and Vision

- Regular, candid communication with board members and other leadership figures important to GCCA's cohesion and advancement, forging a common view of organizational goals and priorities.
- Continuous interaction with partner organizations to identify critical needs and issues, now and into the future, and to develop and implement the strategic plans to deal with them effectively.
- Facilitation of a continuing dialogue among member organizations regarding their relationship with and appropriate role within GCCA, amid a rapidly changing economic, political and structural environment for the industry.
- Aligning staff and others behind a clearly articulated and compelling vision of

organizational goals and objectives, leading to a steady stream of products, services and events members value highly.

- Understanding the key trends and evolving demands placed upon members and building the relationships with diverse groups needed to address them.
- Extensive interaction with the expanding number of GCCA stakeholders, focused on building constructive relationships that advance GCCA's best interests.

Governance and Management

- Working with diverse partner organizations to forge coherent and effective operational plans and programs, based on ambitious yet achievable goals.
- Maintaining of a viable financial system capable of sustaining GCCA's current and expanding operational activities, in line with member needs and demands.



- Continuous evaluation of the structures, systems and processes used within GCCA to assure optimal delivery of products, services and events that are not merely relevant to members but of increasing importance and value in dealing with evolving business needs.
- Steady development of the capabilities and efficiency of all GCCA staff functions, based upon an ability to inspire, mentor and develop talent through personable and inspirational personal presence and charisma.
- Preservation of the high-energy environment that leads to a spirit of continuous questioning, innovation and achievement.
- Innovative and imaginative thinking in generating the increasing revenues needed to align the needs of members with the financial health and stability of GCCA.
- Persistent adaptation of services and events important to members, reflecting their evolving needs and expectations in the face of a rapidly changing demands of the global food system.

Political and Communicative Skills

- Clear and comprehensive understanding of the public policy process and its importance to GCCA interests.
- Approachable, 'open door' style in dealing with all levels of the GCCA organization.
- Exceptional verbal and diplomatic skills in building consensus and support among an increasingly diverse set of stakeholders.

- Strong sense of 'presence' and confidence in dealing with internal and external audiences; comfortable and effective as the face of GCCA with multiple audiences.
- Well-honed skills in understanding the motivations and needs of others and formulating appropriate approaches for forging constructive relationships.

Personal Attributes and Behaviors

- A "visionary realist" – capable of broad, abstract and conceptual thinking, balanced with deep understanding of practical realities.
- The capacity to set priorities and respond quickly and effectively to changing circumstances or needs.
- Direct, candid and respectful approach to interpersonal dealings at all levels.
- High-energy, ambitious and goal-oriented mindset.
- Positive, contagious 'can-do, will do' attitude.
- An active listener with a collaborative, trust-based outlook – works with others to create ambitious goals; empowers, supports and trusts others to achieve them.

Experience and Qualifications

- 8-10 years of demonstrated achievement within an association (preferably trade-related) as a CEO or senior executive.
- Direct experience within the Washington-based association community, or comparable demonstrated skills in successfully dealing with the public-policy process.
- Experience in public speaking and representational roles (such as speeches, testimony, media interviews or other situations demanding effective presentation of an organization or its interests).
- The capacity to maintain an aggressive schedule of travel, to build member relationships worldwide and advance GCCA external relationships and interests.
- International experience is a plus.

Measures of Success

- Smooth, seamless transition to new leadership.
- Rapid development of effective working relationships with four key partner organizations.
- Sustained high-performance of staff and uninterrupted delivery of innovative, highly valued products, services and events.
- Sustained financial stability of the organization, based upon revenue models responsive to needs and concerns of members.
- Continuing expansion of the GCCA global footprint.
- Continuing solidification and enhancement of the GCCA reputation among all stakeholder groups.



II. Organization Review

GCCA represents a critical element of the modern global food chain, focused on providing the temperature-controlled infrastructure and logistics needed to preserve the quality and safety of food moving through the supply chain. The resources, expertise and commitment of GCCA partner organizations contribute enormously to the availability of affordable, nutritious and safe food for billions of people worldwide.

GCCA's mission centers on a commitment to leadership within the industry, focused on the continued growth of the cold chain sector needed to fulfill the critical role of its members in delivering the food needed by a bigger, hungrier world.

GCCA is made up of three core partner trade associations, which provide relationships, resources, and recognition to its members, as well as one charitable foundation.

- International Association of Refrigerated Warehouses (IARW) is the 3PL, temperature-controlled warehouse industry's association.

- International Refrigerated Transportation Association (IRTA) is the temperature-controlled transportation and logistics industry's association.
- Controlled Environment Building Association (CEBA) is the association for experts in the design and construction of temperature-controlled facilities.

The Global Cold Chain Alliance and its core partners are supported by the World Food Logistics Organization (WFLO), a nonprofit foundation. WFLO develops education and research for the industry and provides cold chain advisory services that empower economic development and strengthen the global cold chain.

The three core partners each bring a long and distinguished history. The IAWR was founded in 1891, the IRTA in 1994 and the CEBA in 1978. The three united in 2007 under the umbrella of the GCCA name, dedicated to creation of a platform for open communication and shared information, creation of valuable networking opportunities and

continuous educational opportunities for all members. Those key objectives remain central to GCCA's activities today.

GCCA serves more than 1,300 companies in 85 countries who provide third-party, temperature-controlled supply chain services for the food industry. Over 40 percent of GCCA members are outside North America. Beyond the United States, GCCA affiliate members operate throughout areas of Africa, the Asia-Pacific region, Canada, Europe, Latin America and the Middle East.

GCCA staff resources provide multiple products and services for members and conduct regular industry events around the world. Surveys, reports, studies and other research provide members with a valuable archive of data and analysis regarding industry trends, management and operational matters and other information helpful to the success of members around the world. Global events not only promote

dialogue and exchange of views and expertise among members, but also help build awareness of the on-line and other educational and training opportunities created through GCCA. GCCA has aggressively sought to expand and update the range of services offered to members to help enhance their operational success and profitability – and to increase the value delivered by their membership in GCCA.

Headquartered in Arlington, Virginia, GCCA has thrived under a cooperative leadership approach among all member organizations, most recently with support and direction from out-going President and CEO Corey Rosenbusch. Rosenbusch leaves GCCA amicably after 14 years with the association to become head of The Fertilizer Institute.

Digital Presence

www.gcca.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. For confidential consideration, please email your resume and cover letter to **GCCACEOsearch@vettedolutions.com** or contact Vetted Solutions at +1 202 544 4749.

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