



TOLLING. MOVING SMARTER.

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POSITION PROFILE

## Director of Membership and Business Development

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### Scope of Position

The **Director of Membership and Business Development** will enhance IBTTA's revenue streams and grow membership through the implementation of new products, programs and services. IBTTA is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Our mission is to provide advocacy for our members, bring them together to share knowledge and ideas, and deliver state-of-the-art industry education to help address the critical infrastructure challenges our members face in the 21st Century.

As director, you will work in a collaborative, tightly knit environment to develop and implement strategies and plans to recruit and retain members, sponsors and exhibitors. Additionally, you will work with other staff to develop products and services that provide value to members and other key industry stakeholders and generate revenue for the association. Working closely with the Deputy Executive Director, you will develop a plan around membership recruitment and retention, sponsorship, exhibit sales, advertising and other non-dues revenue producing areas. You will represent the Association thereby having a good understanding of the service offerings and be able to articulate the value proposition and design a process to track progress.

To be successful in this role, an ideal candidate will have a passion for serving members, be a strong relationship builder, possess consultative selling skills, exhibit a willingness to use technology to further the Association's mission, have considerable knowledge of strategic planning, budgeting and analysis, and be goal-oriented with a high attention to detail.

### Primary Job Responsibilities

- Develop and implement strategies and plans to retain and serve current members, sponsors and exhibitors (30%).
- Develop and implement strategies and plans to develop and recruit new members, sponsors and exhibitors (30%).
- Research, develop and create products and services that provide value to members and industry stakeholders and generate revenue for the association (20%).
- Manage fundraising events and new member engagement during meetings and be primary staff liaison for specific committees and working groups (20%).

### Specifics

- Work with Deputy Executive Director to develop plan for membership recruitment and retention, sponsorship, exhibit sales, advertising and other non-dues revenue producing areas. Execute on all plans.

- Create a sales lead system within the AMS system tied to Outlook; understand and evaluate member business objectives - “match” them with best IBTTA business opportunities.
- Represent the Association — understand the service offerings and be able to articulate the value proposition to potential members, existing members and business partners.
- Work with marketing team to develop strategy and implementation programs for promoting membership growth.
- Manage dues billing and collection process.
- Work collaboratively yet independently to accomplish goals.
- Create systems that allow Executive Director and Deputy Executive Director to track progress.

## Knowledge and Skill Requirements

- Considerable knowledge of strategic planning, budgeting and analysis, consultative sales, market research, marketing, member relationship management, negotiation skills and techniques.
- Experience using business intelligence, conducting research on prospective clients, using technology and in-house CRM system (ProTech).
- Experience writing membership and marketing copy.
- Extremely well-organized, goal-oriented with a high attention to detail.
- Drive, resourcefulness, and a sense of urgency.
- Exceptional communication skills (written, verbal and listening).
- Strong analytical and problem-solving skills.
- Collegial, positive, collaborative work style in a busy work environment.
- Flexible attitude for dealing with changing priorities and demanding workloads.

## Education/Training/Experience

### Education and Experience

Bachelor’s degree (master’s degree a plus); 10 or more years of senior level experience in sales and marketing, pipeline development and management. Previous experience in membership sales preferred.

## Major Challenges

Balancing responsibilities, effectively managing workload and communicating with and servicing members. Retaining members, finding new sources of members and new sources of revenue.

## Management

The Director has oversight of the Membership and Business Development Manager and works collaboratively to maintain an effective Membership Team. The Director is also responsible for developing the membership, exhibit and sponsor revenue budgets, managing the day-to-day expenses and driving programs to reach revenue targets.

## Other Information

This position has a high volume of work. Therefore, focus, outstanding organizational skills, good reporting and financial management are all critical.

## Organization Review

### About IBTTA

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association representing toll facility owners and operators and the businesses that serve them.

Founded in 1932, IBTTA has members in 26 countries on six continents. The organization has a staff of 11, an operating budget of \$5.5 million and 250 members. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st Century.

Through its programs, IBTTA:

- Brings members together to share knowledge and ideas in a professional community of interest;
- Delivers state-of-the-art industry education through a regular series of meetings, webinars and special forums;

- Turns knowledge into action and results through government relations and advocacy;
- Compiles the latest data on all aspects of toll operations and transportation infrastructure and finance;
- Hosts an extensive resource library with references to current industry research and analysis;
- Maintains and develops relationships with key media representatives who specialize in transportation and infrastructure finance.

## IBTTA Mission & Membership

The International Bridge, Tunnel & Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in 26 countries on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st Century.

IBTTA is a tightly-knit community, where tolling professionals at all levels share ideas and learn from each other. From advocacy in Washington to networking around the globe to information exchange, IBTTA delivers value to its members every day.

IBTTA engages and supports several categories of members:

**Active Members** – Organizations that operate toll bridges, tunnels, turnpikes, ferries and similar systems throughout the world including federal, state, and local authorities or commissions, public boards and private companies.

**Associate & Sustaining Members** – Agencies, firms, individuals and other entities who supply products or services to the tolling industry. Associate members do not own or operate toll facilities.

**Group Members** – Associations of agencies, companies or other entities and consortiums from countries outside of North America.

**Honorary Members** – Individuals who have made an outstanding contribution in furtherance of the purposes and objectives of IBTTA. These members are nominated and approved by the IBTTA Board of Directors.

## Membership Benefits

**Information Exchange** – IBTTA's programs facilitate member engagement, providing access to a rich network of representatives from every area of the tolling industry. Membership is made up of a diverse group of colleagues that share and present their expertise, knowledge, and ideas in a wide range of disciplines and help each other solve tough problems when they arise.

**Continuing Education** – Members gain professional development in areas such as technology, finance, administration, maintenance and road operations, including course work that qualifies professional engineers for state professional education credits.

**Advocacy** – IBTTA works to educate and encourage policymakers and thought leaders to consider tolling as a viable funding option for surface transportation.

**Business/Market Intelligence** – Through TollMiner,<sup>™</sup> IBTTA serves as the resource that companies need to help measure operational effectiveness and provides data to shed light on an industry on the move.

**Business Relationships** – Tolling industry vendors and consultants look to IBTTA in search of new business opportunities while tolling agencies rely on IBTTA for access to a wider pool of expertise and solutions.

**International Connections** – With access to a global community of tolling industry executives, managers, technologists, planners, and front-line operations specialists, members learn about different models, technologies, and experiences that are happening around the world.

**Leadership Academy** – In its 12th year, the Leadership Academy is an executive development program which is tailored specifically for senior-level management in public and private sector organizations serving the toll industry. Acceptance and enrollment in this annual program is exclusive to membership. Learn more about IBTTA's Leadership Academy.

## IBTTA Staff

- **Patrick D. Jones**, *Executive Director and CEO*
- **Wanda Klayman**, *Deputy Executive Director*
- **Neil Gray**, *Government Affairs Director*
- **Bill Cramer**, *Communications Director*
- **Cheryle Arnold**, *Web Services & Conference Production Manager*
- **Kristin Bromberg**, *Marketing Manager*
- **Mary Cadwallader**, *Director of Membership & Business Development*
- **Terri Lankford**, *Membership & Business Development Manager*
- **Cindy Norcross**, *Database Manager*
- **Anna Sohriakoff**, *Meetings and Special Projects Manager*
- **Harry Smith**, *Office Manager/Meeting Registrar*

## IBTTA Executive Committee

- **Tim Stewart**, *President*  
Executive Director E-470 Public Highway Authority (E-470 PHA), Aurora, CO
- **Chris Tomlinson**, *First Vice President*  
Executive Director of Georgia's State Road and Tollway Authority (SRTA) and the Georgia Regional Transportation Authority (GRTA), Atlanta, GA

- **Samuel Johnson**, *Second Vice President*  
Chief Operations Officer, Transportation Corridor Agencies (TCA), Orange County, CA
- **Klaus Schierhackl**, *International Vice President*  
Chief Executive Officer – ASFINAG, Vienna, Austria
- **Emanuela Stocchi**, *Immediate Past President*  
Director of International Affairs for AISCAT (Associazione Italiana Società Concessionarie Autostrade e Trafori), Rome, Italy
- **Patrick Jones**, *Executive Director, CEO*  
Executive Director & CEO of the International Bridge, Tunnel and Turnpike Association, Washington, DC

## IBTTA Headquarters

International Bridge, Tunnel and Turnpike Association (IBTTA)  
1146 19th Street NW  
Suite 600  
Washington, DC 20036

## Web Presence

[www.ibtta.org](http://www.ibtta.org)

*This search is being conducted by:*

The IBTTA has retained Vetted Solutions to serve as its partner for this search. For confidential consideration, please contact the search partner below. Interested candidates should submit a cover letter and resume/CV directly to Vetted Solutions.



**Jim Zaniello**, *President*  
Vetted Solutions  
1101 14th Street NW, Suite 910  
Washington, DC 20005  
+1 202 813 3996  
jim.zaniello@vettedsolutions.com



**Michele M. Smith**, *Senior Associate*  
Vetted Solutions  
1101 14th Street NW, Suite 910  
Washington, DC 20005  
+1 703 431 5500  
michele@vettedsolutions.com

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