

# EXECUTIVE POSITION PROFILE

## Chief Executive Officer

WASHINGTON, D.C.



**Society for Experiential Graphic Design**

A multidisciplinary community creating experiences that connect people to place

This search is being conducted by:

## VettedSolutions

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# I. Opportunity

Vetted Solutions is recruiting and evaluating candidates for the **Chief Executive Officer (CEO) position for the Society for Experiential Graphic Design (SEGD)**, located in Washington, D.C.

SEGD is an international association — a global, multidisciplinary community of professionals who plan, design and build experiences that connect people to place. SEGD's members are comprised of graphic and industrial designers, architects, digital experience strategists, fabricators, technology integrators, suppliers, educators and students, among others, who focus on connecting people with place through designing experiences within the built environment. These experiences present themselves as wayfinding, placemaking and visual storytelling in the digital and static realms. SEGD has a community of over 2,200 members from 35 countries who gather locally in 42 local chapters and internationally at the annual SEGD Conference and 6 other education events.

The new CEO will work closely with the Board and staff to position SEGD as a vital resource to the profession by raising the visibility of the association, telling the story of the profession as its primary spokesperson, and developing a new strategic plan focused on a strong value proposition and community engagement.



*"As We Are" interactive Digital Sculpture for The Greater Columbus Convention Center design by Matthew Mohr*

## Scope of the Position

The CEO is responsible for partnering with the Board on a strategic plan and vision that focuses on achieving the organization's greatest impact for the community that it serves. This includes ensuring a collaborative culture that fosters excellence in every aspect of SEGD's work including its member engagement strategy, educational resources and programs, and supporting content, events and marketing and communications activities that raise the visibility of the profession as well as the association.

As a leading champion, the SEGD CEO elevates the understanding of the profession to a level where the organization sits as a decision-maker at the table. This individual will deliver value across our diverse membership ranging from sage members to emerging designers, lead revenue generation and ensure financial stewardship of the organization's resources.

## Key Responsibilities

The CEO will partner with the SEGD Board of Directors and staff to focus on the following:

### **Organizational Mission, Strategy, and Governance**

Works with Board and staff to ensure that SEGD's mission is fulfilled through strategic planning and programs that support its initiatives.

- Ensures that SEGD has an up-to-date strategic plan that supports the purposes articulated in SEGD's mission
- Creates an operational plan to implement SEGD's goals and initiatives in support of its mission
- Enhances SEGD's image as a relevant and effective organization to both internal and external audiences

- Ensures, in conjunction with the President, an annual Board orientation program as well as new Board member orientation/onboarding focused on sound governance that allows the Board to function as effective stewards

#### **Marketing, Events/Programs and Membership**

- Serves as a champion and spokesperson for SEGD and its brand on an international, chapter and parallel organization basis
- Directs the development of marketing and communication plans for all membership programs, products and services, including the website, to ensure they are truly engaging to the community
- Ensures that SEGD events deliver relevant and superior content, engage the profession and are financially successful
- Builds relationships with relevant associations, and attends relevant conferences and trade shows, to increase SEGD's visibility, membership, and offerings
- Develops a comprehensive approach/plan to member promotion and engagement to ensure a strong value proposition that positions SEGD as a vital asset for its diverse members, with an emphasis on studio/firm membership
- Maintains strong working relationships with key government and regulatory agencies including the

General Services Administration, International Code Council, National Endowment for the Arts, US Access Board and historic preservation organizations to ensure SEGD's position on regulatory/code requirements is voiced

- Supports and ensures the development, growth, and sustainability of national and international Chapters

#### **Financial Performance and Viability**

- Balances long-term financial goals with necessary operational investments
- Creates a long-term financial plan as well as annual budgets linked to the strategic plan that ensures best use of organizational resources
- Develops a plan to grow all revenue sources including membership and sponsorship that also creates new, supplemental sources

#### **Organization Operations**

- Hires, mentors, leads and motivates highly talented staff and contractors in a highly collaborative team-based environment
- Creates employment and administrative policies
- Facilitates highly strategic board meetings that result in effective decision making tied to organizational strategy



*Lady Cilento Children's Hospital (now Queensland Children's Hospital) Brisbane, Australia. Design Dotdash*



*Rostov-on-Don Platov International Airport, Rostov Oblast, Russia. Design by Lorem Ipsum*

## Personal and Professional Qualities

The successful candidate will possess a range of qualities to ensure a highly creative, collaborative, team-based culture. These include:

- Vision and thinking—Able to position SEGD for the future
- Leadership—Able to create a sense of shared purpose and commitment in others
- Outgoing and collaborative—People-oriented; able to engage members, staff and board with warmth and humor, showing a genuine interest in them and their work; insightful and an active listener
- Relationship builder—Network outside and inside the organization to build key relationships
- Membership focus—Present and instill a “yes and” attitude and shows a commitment to member and community satisfaction, including anticipating their needs
- Mentoring style—Guides others in performing effectively; provides development opportunities
- Integrity and compliance—Can be relied upon to act ethically, to safeguard confidential information and to adhere to SEGD’s mission and core values

## Experience and Qualifications

- A bachelor’s degree or equivalent experience
- At least five years’ management experience, preferably in association management
- Commitment to the belief that design profoundly impacts the human experience

- Experience with successful strategic planning and implementation
- Proven track record in growing an organization
- Hands-on experience in financial management, including budget preparation, monitoring, analysis and reporting
- Experience with leading marketing and communications campaigns
- Ability to speak in public and to convey a vision of SEGD’s future to Board, staff and current and prospective SEGD members
- Demonstrated ability to grow membership or products and services
- Consensus builder who can create and maintain successful relationships across the profession and with the SEGD leadership, staff and other providers
- Knowledgeable of how technology is used in business, including social media and association management systems
- Strong written and oral communication skills

## Measures of Success

While the specific goals and objectives for performance review will be developed between the successful candidate and the SEGD Board after hiring, following are examples of the accomplishments the Board would consider in evaluating the success of the new CEO after a year in the position:

- Handles smooth transition of leadership which enhances momentum and strengthens a team-based, collaborative culture
- Demonstrates an understanding of the profession and/or the principles of association management
- Establishes strong relationships with the Board, staff, existing and prospective members and key industry partners
- Creates and implements plans for growing SEGD revenue streams to ensure SEGD’s financial soundness
- Articulates a creative vision for the future of SEGD, while working closely with the Board

## II. Organization Review

### About SEGD

The Society for Experiential Graphic Design (SEGD) is an association of people who create content-rich, emotionally compelling, experiential spaces for a wide range of environments, from hospitals and transit hubs to museums and educational campuses. SEGD exists to "educate, connect and inspire" the global, multidisciplinary community of professionals creating experiences that connect people to place. SEGD offers a robust calendar of professional development activities, including physical events, an academic summit and conference, local chapter events and webinars that

allow participants to learn and share. Additionally, SEGD offers many opportunities for networking, knowledge-sharing and connecting with fellow experiential graphic design practitioners. SEGD's Community of over 2,200 members consists of about 70% designers and 30% industry members (fabricators and vendors). More than half the SEGD membership consists of Millennials; 46% of the members are female.

### Digital Presence

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



2019 President's Reception

## 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 [SEGDCEOsearch@vettedolutions.com](mailto:SEGDCEOsearch@vettedolutions.com) or contact Vetted Solutions at +1 202 544 4749.

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