

EXECUTIVE POSITION PROFILE

Executive Director



SOCIETY OF EXPLORATION
— GEOPHYSICISTS —

This search is being conducted by:

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I. Position Description

Opportunity

Vetted Solutions is recruiting and evaluating candidates for the position of Executive Director for the Society of Exploration Geophysicists (SEG). The position will be based at the association's headquarters in Tulsa, Oklahoma. Building on the reputation of SEG, the next Executive Director will continue to work with the Board, members, and staff to realize SEG's mission of connecting the world of applied geophysics and promoting the science of exploration geophysics.

Scope of Position

The Executive Director will look at the future needs of the Society, keeping in mind that SEG members are (1) united by their interest in applied geophysics, (2) diverse in nationality, race, language, gender, religion and sexual orientation, and (3) a little more than half reside outside of North America. SEG has a strategic initiative underway to re-align member committees, staff, and resources within portfolios that best address members current needs and provides a path for future expansion in existing core service

areas (conferences, professional development, publications) as well as new technologies employed by geophysicists (AI, Machine Learning, Drones, etc.).

The association is headquartered in Tulsa, OK, has an operating budget of \$15.6M, more than 14,000 members, and a staff of 70+. The Executive Director reports to the SEG Board of Directors.

Characteristics of an effective Executive Director of SEG

- Strategic visionary who is driven to excel
- Inspiring, imaginative, flexible, collaborative
- Able to lead and inspire staff with excellent mentoring, coaching, and counseling skills
- Embraces and encourages diversity throughout the organization
- Effective, efficient manager of people, business, and operations
- Business developer with an entrepreneurial nature
- Able to work well with technical experts while maintaining business focus



Summary

The Executive Director (ED) is responsible and accountable to the SEG Board through the SEG President to implement the strategic direction of the Society. To grow and maintain the Society, the Executive Director must:

- Lead efforts in establishing and maintaining relationships with members, sponsors, volunteers, board members, SEG Foundation (SEGF) and related professional societies;
- Establish and implement objectives approved by the SEG Board to advance the science of geophysics and its economic and social contributions;
- Ensure successful operations of all Society activities by managing, directing and delegating program management;
- Champion the Foundation with SEG Staff, Board, Society members, sponsors, and the public;
- Liaise with the SEG Foundation Board to facilitate fundraising and monetary support of SEG Programs that fulfill SEG's mission;
- Maintain effective staff organization, morale and performance to assure attainment of SEG objectives set by the SEG Board;
- Develop and grow an organization that embraces and encourages the diversity of SEG member and employees.

General Responsibilities

Mission & Objectives Definition

Work at the direction of, and with the Board of Directors and other stakeholders (Society members, Council, sponsors, SEGF, donors) to establish near – and long-range objectives, business plans, programs, policies to advance the science, and enable the social contribution of applied geophysics.

- Strategically grow the SEG sustainably in areas related to its core mission of *'Advancing the Science of Applied Geophysics'*
- Oversee the adequacy and soundness of the organization's financial structure and long-term sustainability.

- Work collaboratively with the Board, members, Foundation, sponsors and other stakeholders to select preferred strategy(ies).
- Define actions to achieve prioritized objectives based on defined strategy(ies).
- Manage operations as portfolios. Ensure that long range business plans are established, followed and updated for each portfolio.
- Define and implement operating plans for the Society to balance value delivery and cost effectiveness.
- Grow and maintain Constituent Relationships:
 - Build and maintain effective working relationship with President and other elected or appointed officers in their responsibilities;
 - Build and maintain effective working relationships with major stakeholders (members, exhibitors, sponsors, SEG Foundation, Donors, professional societies in related industries, government entities);
 - Provide and communicate value to members;
 - Grow membership base in profession of applied geophysics;
- Ensure Fiduciary responsibilities of Board are met.

Implementation

Implement policy and procedures as per Board direction and within SEG By-Laws.

- Suggest ways to grow existing programs, and/or implement new programs approved by the Board in a sustainable manner.
 - The plans should cover revenue generation, key metrics for individual programs as well as for the society overall, long term sustainability of programs, organizational structure, staffing, processes, infrastructure, other resources if needed, etc. to achieve success.
 - Continually strive for excellence by regular review of operating results and comparing back to defined measurable objectives.
- Coordinate SEG efforts (including staff and other resources) with the SEG Foundation ("SEGF") to

ensure enough monetary support of SEG Programs that achieve the SEG mission by:

- Building strong relationship with the SEGF Board of Directors;
 - Serving as Secretary of the SEGF Board of Directors (pursuant to the SEG Foundation By-Laws);
 - Serving as ex officio (non-voting) member of the SEGF Board of Directors;
 - Understanding the relationship between SEGF, SEGF donors and the SEG (many SEG programs exist because of SEGF funding);
 - Emphasizing to stakeholders the importance of SEGF funded programs to the SEG mission and SEG constituents;
 - Understanding the basic differences of how Foundation finances/procedures work vs. "normal" SEG finances/procedures and ensure that Staff, Board and Finance committee gain that understanding;
 - Being an active participant in Foundation discussions with donors as Donor Agreements are drafted to (1) understand what drives donations, (2) ensure Foundation and SEG can both comply with donor requests and the SEG mission within the limits of SEG resources, and (3) maximize the reach of those donations within the guidelines of the donor agreements;
 - Implementing and administering SEGF funded programs as directed by SEGF and in compliance with the donor agreements; and
 - Ensuring that SEG programs funded exclusively through pass-through donations have future alternative funding options or sunset provisions planned a priori for when such funding from donations cease.
- Establish and maintain an effective system of communications throughout the organization.
 - Establish and maintain relationships with leaders in Industry and professional societies related to the SEG.
 - Suggest ways to improve policies to make operations more efficient.



- Carry out other duties that may be assigned by the President from time to time.

Organizational / Operational Responsibilities

Oversee and support the operational success of SEG employees, subsidiaries and affiliated corporations including:

- Manage all Society staff including final decisions on hiring, termination, salary administration, and professional development as required following best practices in Human Resources policies and procedures;
- Plan, assign, and/or direct work of direct reports as needed;
- Institute formal system of annual performance evaluation of employees to reward outstanding performers and improve performance of others as needed;
- Institute a performance-based bonus program for all departments, affiliates and/or subsidiaries, based on meeting and exceeding key performance metrics;
- Manage and supervise all offices maintained by SEG;
- SEG is a global organization with more than 50% of the membership outside of North America. Understand business practices in different cultures to enable SEG to grow the business globally including:
 - A basic understanding of foreign currencies and tax regimes, the risks/challenges they may have, and



- Manage two offices outside US with more proposed in the future to grow global membership.
- Ensure that long term planning and annual budgeting process is followed;
- Ensure that the bylaws and all legal matters of the Society are effectively administered;
- Participate, represent the SEG and interact with stakeholders at major SEG events, conferences and exhibitions, as well as similar events held by related societies. This will require significant travel.

Professional Qualifications, Skills and Knowledge

Skills

- Excellent diplomatic and communication skills, both oral and written
- Strong business development, financial and budgeting skills required
- Ability to create business plans for sustainability and growth of Society operations

- Ability to engage diverse volunteer, sponsor and donor groups
- Commitment to team building and strong communication amongst staff members, committee members and volunteers
- Willingness and ability to travel extensively, both domestically and internationally

Qualifications

- A bachelor's degree in a science or engineering field preferred
- MBA or another relevant post-graduate degree is highly desired
- Eight to ten years in a senior executive position with proven leadership skills
- Executive management in an association is a plus
- Some global business experience desired
- Gender / cultural diversity awareness and inclusion required
- Experience with database/direct marketing and electronic publications is a plus
- Knowledge of one or more foreign languages a plus

II. Organization Review

About SEG

Founded in 1930, the Society of Exploration Geophysicists (SEG) is a not-for-profit Individual membership organization that promotes the science of applied geophysics and the education of geophysicists. It is one of the premier membership organizations in the world dedicated to the scientific exploration for and development of natural resources.

Today's 14,000+ members reside in more than 128 countries and work in resource exploration & development, environmental and engineering applications, government agencies, and academia. Although SEG was founded in the United States and maintains its headquarters office in Tulsa, Oklahoma, SEG is a truly international organization. In recent years, the number of members who live and/or work outside the United States has exceeded 60% of the total. In 2008, SEG opened its first office outside the United States in Beijing, China and shortly thereafter in Dubai, UAE.

The association is headquartered in Tulsa, OK, has an operating budget of \$15.6M, and a staff of 70+. The Executive Director reports to the SEG Board of Directors.

Mission & Objective

Embracing a mission of connecting the world of applied geophysics, the objective of the Society is to promote the science of exploration geophysics. The primary avenues for this "technology transfer" are an extensive publications effort, professional meetings around the world, and professional development/continuing education.

SEG provides information, tools, and resources vital to:

- Advancing the science of exploration geophysics
- Fostering common scientific interests
- Supporting humanitarian efforts
- Accelerating geophysical innovation

Inspiring the geophysicists of today and tomorrow, SEG's long-standing tradition of excellence in education, professional development, new business generation, and engagement cultivates a unique community platform that encourages collaboration and thought leadership for the advancement of geophysical science around the world. Headquartered in Tulsa, OK and with regional offices in Dubai, Beijing, and Houston, SEG is a global society dedicated to enhancing the present and future of applied geophysics.



SEG Foundation

The SEG Foundation advances geophysics today and inspires geoscientists for tomorrow through funding innovative activities and grant programs that benefit geophysicists, their professional community, the Society of Exploration Geophysicists, and the general public. The SEG Foundation encourages and supports scientific, educational, and charitable activities of benefit to geophysicists, through solicitation of contributions. Activities supported by contributions to the SEG Foundation are intended to supplement those supported by SEG's operating budget. The Foundation is a separate 501(c)(3) charitable not-for-profit organized specifically to provide management, reporting, and stewardship services that donors require. The Foundation depends upon annual contributions to fund important programs for members of SEG and society at large.

Geoscientists Without Borders (GWB)

Geoscientists Without Borders® serves as a catalyst bringing capable scientists together with communities to solve their problems. The program provides funding for these projects and assists



geoscientists and their teams in collaborating with multidisciplinary and community-based partners. Data is collected, processed, and interpreted to provide resources that result in a sustainable humanitarian benefit to the community. Geoscientists have the tools necessary to effect positive change in communities coping with environmental hardships and natural hazards. Many places around the globe facing severe water shortages, earthquakes, tsunamis, and other hazards have benefited from the humanitarian efforts of geoscientists who have offered their specialized knowledge and technical skills to those in need.

SEG Annual Meeting

SEG International Exposition and 89th Annual Meeting

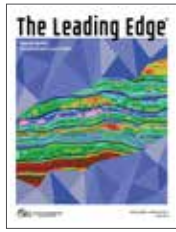
Sept 15-20, 2019 – San Antonio, TX

The SEG Annual Meeting is the world's largest oil, energy and mineral exposition showcasing cutting-edge technology for use in exploration and associated industries. It is the premier venue for individuals to meet and discuss new geophysical technologies and their uses. Participants have a unique opportunity to share case studies, technological advancements, and research discoveries with the world's leading assembly of applied geophysicists, thought leaders and technical experts from around the world.

SEG Programs

SEG's Global Events Operations helps members and geoscientists stay on top of the changing technology by sponsoring many meetings around the world, often with meetings on five continents. Professional Development is responsible for the logistics for SEG's renowned instructors that teach courses of broad relevance worldwide. Student and Early Careers provides programs that support geoscience students with the resources and tools they need for a successful academic and professional career.

Publications



SEG disseminates information about geophysical research and applications in three journals: GEOPHYSICS, The Leading Edge (TLE) and Interpretations. SEG also publishes a wide range of books, CDs, DVDs and videos in several series and available through the SEG Book Mart.

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Headquarters

The headquarters office is located at:
8801 S. Yale Avenue, Suite 500
Tulsa, OK 74137

Web Presence

www.seg.org

SEG social media presence includes Twitter, Facebook, LinkedIn, Instagram and YouTube



III. About Vetted Solutions

The SEG has retained Vetted Solutions to serve as its partner for this search. For confidential consideration, please contact the search partners below.

Interested candidates should submit a cover letter tailored to this opportunity, and a resume with months/years for each position directly to: **SEGSearch@vettedolutions.com**



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