

## Chief Executive Officer

Birmingham Regional Chamber of Commerce

### Position Overview

Winning business leader awarded this prized role joins a premier Regional Chamber of Commerce, solidly positioned to manage its own destiny. All the elements of success are present and momentum is advancing, awaiting the seasoned professional prepared to leverage the considerable human, material and capital resources into a cohesive force to advance the Region. The successful candidate will bring an exceptional array of skills, talent, and experience to capitalize on a distinctly superb career advancing opportunity. Initiative, vision, innovation, and skill to make a decisive impact will distinguish the progressive, marketing-oriented business executive prepared to advance to this role.

Here you will find one of the Top Research Universities/Academic Medical Centers and foremost Centers of Healthcare in the world, and Newsweek's #1 ranked public high school in the country. The Region is home to some of the best run, best managed, and best performing companies in America, attracting major global performers including Mercedes, Honda, and Hyundai. Residents of the region enjoy a variety of amenities including the 378-hole Robert Trent Jones Golf Trail (100+ miles of some of the best golf in the world), one of the finest Art Museums in the nation, and a 122-acre zoological park whose CEO is President of the American Zoo and Aquarium Association. Southern Business and Development named Alabama "State of the Year" for economic development and job creation success, the Milken Institute ranked the region on its "Best Performing List", and Employment Review ranked it # 4 in the US in its annual "America's Best Places to Live and Work". Because of its unique position as a transportation hub in the heart of the South, the Region is a pre-eminent center of commerce. As the only Chamber with a fulltime lobbyist in the state

capitol, the BRCC maintains an ever-present voice in statewide affairs. Additionally the Regional Chamber has a consistent, effective business voice in Washington to stake a claim in the billions of dollars available for advancement of our Region's infrastructure.

Focusing on executive leadership in all aspects of the Birmingham Regional Chamber of Commerce, the chosen candidate will collaborate with the Board of Directors to oversee and orchestrate the Chamber's major initiatives for regional growth, development of technology clusters, involvement of additional key business leaders in the priority issues of the Region, promotion of the Birmingham Region as a World Leader in business success and economic development, recruiting and retention of young talent to the Region, encouragement of minority business success and expansion, community outreach, building and advancing a positive differentiating community image, and more, while coordinating the efforts of a willing, professionally prepared staff and a committed volunteer group. With backing by solid financial resources and broad support from local government entities, the business community, and an energetic Board, the Birmingham Regional Chamber of Commerce and the Region it serves are poised for even more vibrant growth and expansion.

The selected CEO will discover an environment where professional satisfaction and career achievement are paired with optimal quality of life – in a relaxed, thriving metropolitan area that is surrounded by mountains, rivers, and lakes, in a temperate climate that encourages year-round outdoor recreation within a tradition of relaxed hospitality. Family members of all ages will find here the elements that contribute to a safe and enjoyable lifestyle. It's all here for the business

leader professionally prepared to grasp this superb opportunity.

### **Job Specifications**

*Specific background/experiences and skills/accomplishments that appear to be the most important for success in the position.*

Career track of progressive, documentable accomplishments in increasingly complex operations/administrative/executive leadership roles in a Chamber of Commerce, economic development organization or similar enterprise is preferred. Experience earned in a not for profit environment not required but will be considered a plus. A proven business professional with record of established successful executive leadership of a major organization, or an outstanding leader with record of accomplishments in public service will be given full consideration.

Demonstrated record as a catalyst for business progress, innovation and advancement. Ability to creatively leverage and re-package existing human, material and capital resources into a cohesive force to advance on the initiatives that are important to the Region.

Skilled in identifying opportunities and creating strategies, with proven ability to initiate, nurture and develop ongoing productive relationships and to craft win-win outcomes in knitting together appropriate stakeholders and different interest groups and entities. Ability to leverage those entities and energize constituents to facilitate projects to successful conclusion, bring forth positive change, and shorten timelines.

Ability to maintain an ever-present voice in local, regional, county and statewide affairs, as well as a consistent, effective business voice in Washington for the advancement of the Region's infrastructure.

Well-versed in best practices of effective, marquee Chambers nationally who are successfully advancing their communities. Ability to infuse best practices and strategies to collapse timelines

and enhance the Region's success in culturalism, economic development, recruitment and retention.

Global perspective, with ability to identify opportunities on a global basis that can translate into opportunities for the region's member businesses and organizations. Skilled at leveraging the economic engine of the community and facilitating an economic climate to retain and advance current business enterprises while identifying opportunities based on area resources and talent to encourage the recruitment of future entities to the Region.

Track record for being politically aware and astute, yet remain apolitical. Able to build coalitions, facilitate and blend the interests and resources of disparate groups into a cohesive force - from elected officials to government entities to private business owners to community leaders to benefactors to public companies - to advance the mission and purpose of the Region and the Regional Chamber. Possesses skill in understanding how legislative bodies and elected officials on local, city, county, regional, and state levels operate.

Documentable accomplishments at identifying and advancing opportunities for economic development and attracting industries to the Region. Skilled at creating "champions" among community members, elected officials, and individuals of influence to leverage community assets in resolving challenges and advancing Regional initiatives. Ability to energize and engage sophisticated executive volunteers with strong interest and personal investment.

Proven ability and acuity to assess operations, financials, and personnel as well as competence to coordinate efforts of a willing team of professionals and volunteers. Personal and business management skill to facilitate multiple competing priorities, with excellent delegation, implementation and follow through skills. Documented strategic planning success, proven project management skill and team-building expertise with capacity to organize and streamline

operations to achieve financial and service objectives and to quantify results.

Documented skill at leading and managing committees, gleaned best ideas and practices from committee meetings, and implementing into action plans, with follow through management skill to ensure desired outcomes based on organizational objectives. Proven flexibility and leadership focus to work effectively with changes and variations in the makeup of committee membership in order to continue the advancement of initiatives in progress.

Financial acumen and financial management skills to formulate budgets and to collect, monitor, and interpret internal and external data. ROI and EVA minded, with ability to assess and improve operational performance.

Track record of successfully facilitating and nurturing effective communications in keeping key stakeholders apprised of financial and operational status – including Regional Chamber membership, benefactors, board of directors, government entities, regulatory agencies, vendors, volunteers, and the community at large - to ensure financial and operational transparency.

Marketing savvy, business acumen, and creativity, and background and skills to work collaboratively with marketing consultants and staff to enhance public awareness, and effectively market the Regional Chamber through press releases and media management in order to facilitate growth in involvement, membership, and advancement of Regional initiatives, and to increase mind share and market share within the local and Regional community.

Skilled at leveraging all forms of media from print to internet, with experience at targeting and orchestrating media venues to gain attention and develop interest in the Regional Chamber's events as well as day to day activities, to ensure consistent positive press and public relations. Competence in building and advancing a positive differentiating community image for the Region

and to effectively communicate that image to media outlets as well as to business executives considering the Region as a home for their organizations.

Degree required, advanced degree a plus. Evidence of civic involvement; experience in elected or appointed leadership roles is a plus.

### **People Specifications**

*Those human traits and abilities which appear to be most important for the success of this position.*

Initiative and self-discipline, with confidence and charisma to lead, encourage and enable a management team and staff and work collaboratively with an energetic board of trustees, community leaders, sophisticated volunteer group, and governmental agencies.

Leadership stature to assume a central strategic role in refining, enhancing, strengthening and advancing the Region and the mission and purpose of the BRCC. Executive presence to engender confidence and trust readily, with a capacity to assume the role of ambassador on a Regional level.

Brings a "big picture" vision of how the Regional Chamber's operations and opportunities can enhance the community's prospects for economic, educational and business development, and advance these efforts on a Regional and National level, as well as on the World stage.

Adroitness to interact with diverse or disparate groups, fostering collaboration and collegiality. Ability to sell a point in a non-polarizing manner, gaining consensus and "buy in." Instinct to be politically astute, not political.

Ability to influence people positively, be a catalyst for progress, and make a decisive impact. Intuitive, with enjoyment in identifying problems and opportunities, using creativity to map and bring about innovative solutions and advance the organization to the next level.

Readily approachable. A good, active listener with ability to process information, formulate strategies and solutions, and communicate clear directives for implementation.

A mature, well-grounded, innovative, success-oriented personality bringing a sense of humor and a record of setting and surpassing objectives. Confident and potent, with a humble disposition and attitude of servant leadership.

Possesses a creative spark and energy for innovation. Flexible and adaptable, with exceptional facilitating skills.

The will to advance a genuine service-oriented attitude and the capacity to incorporate the philosophy of the Regional Chamber to advance positive experiences for members and positive public relations within the Regional community and beyond.

Outstanding verbal and written communication skills. Effective stand up presentation skills. Ability to interview well on camera and in formal and informal settings. Comfortable interacting with boards, media, volunteers, social groups, governing bodies, community groups, and other interested parties.

### **Key Attractors to this Role**

*Key points Administration believes are carrots to top candidates.*

Join an advancing organization with energetic board, superior staff, committed volunteers, community involvement, and initiatives already in place for continued advancement and expansion on behalf of a Regional community poised to emerge as a world leader.

Distinct, unique opportunity to bring your best ideas to fully evolve and develop a Regional Chamber of Commerce in a Region named as One of America's Best Places to Live and Work.

Lead a highly regarded and respected organization that rivals any across the land, where every

element for your success awaits. Outstanding opportunity to work in a collaborative, collegial and supportive environment with a progressive Board of Directors within a receptive, informed, and involved community.

Discover a collegial, open work environment with no hidden agendas and where success is measured by your ability to advance the Region and the Chamber to the next level of accomplishment. Here you will be listened to and heard, and you will have the distinct opportunity to make a decisive impact in your chosen field.

Reside in a truly excellent place, where geography, climate, demographics, and ambiance combine to offer you and family members an attractive array of activities, amenities, and opportunities—whether you are looking for top notch education, the arts, meaningful employment options, entertainment diversions, world-class healthcare or simply a safe and comfortable place to live.

#### **About Wheless & Associates**

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