

President - Chief Executive Officer American Lighting Association

The American Lighting Association (ALA) is a trade association representing the residential lighting industry, serving its members and customers, and working to protect and advance the industry while promoting the sale and proper application of quality lighting products.

As leader of the American Lighting Association (ALA), you will oversee a team of 10 and cultivate collaborative relationships with members across North America and Caribbean. You will evaluate our value proposition to ensure that we are meeting the needs of our members, from our manufacturers, manufacturer representatives, retail showrooms, designers, and associates. You will listen to, and fairly consider, a variety of perspectives when making strategic decisions, and rally disparate groups into a community with a shared sense of purpose, driving member engagement and ensuring ALA's continued success.

The CEO will explore ways to diversify funding and add additional revenue streams as well as gain member involvement and input to support membership growth. You will oversee our annual conference in finding ways to innovate our largest source of revenue to attract a broader audience and increase participation. ALA has a robust education and certification programs that requires consistent review to make sure programs are up-to-date and meeting members' needs. You will also guide the strategic direction and fundraising for the American Lighting Association Education Foundation/Endowment.

ALA's Advertising & Public Relations Program is the only U.S. and Canadian consumer program promoting lighting, control and ceiling fan sales through the independent lighting showroom, in which the CEO will help lead and expand efforts. Effective government engagement (at the federal, state, and local levels) is paramount to our industry's future sustainability. As CEO, you will oversee government affairs engagement in tackling emerging regulatory and legislative issues and leveraging grassroots strategies to engage members in every community.

The CEO works closely with the board of governors and executive committee to facilitate strategic planning and collaborate with ALA staff to prioritize time and resources for the greatest impact. The board welcomes your guidance on what issues that ALA should be attentive to, and your fresh ideas to drive our path forward. Your ability to gather input, communicate effectively, build consensus, and drive action will be key to your success in this role.

Key Focus Areas

- **Business model innovation.** Manage the annual budget and existing revenue streams, while actively exploring new diversified funding sources to ensure the future viability of the organization. Innovate the ALA annual conference to attract

a broader audience and/or increase value for participants. Explore potential expansion of membership into new categories.

- **Membership satisfaction.** Engage with members to ensure that ALA is maximizing member value and evaluate the membership structure to ensure it is meeting the needs of all members. Increase participation from members and create initiatives to improve membership retention. Be able to articulate the member value proposition to retain existing members and attract new members; serve as a spokesperson for the association and the industry.
- **Government engagement.** Bring together different membership segments, creating a strong collective industry voice in the development of sound regulations. Monitor issues, ensuring government engagement efforts are responsive and supportive of work in North America.
- **Affiliate relationships.** Ensure that affiliate relationships with key industry stakeholders are cultivated and managed to the benefit of both the affiliates and the membership.
- **Staff leadership.** Lead a high-performing team, adding additional staffing and resources where needed. Work with the team to make strategic decisions and carry plans forward. Prioritize key initiatives when resources are limited. Evaluate the organizational structure—including board, staff, programs, and committees—to ensure all systems and processes are productive and value-added.

Qualifications

- 10+ years in a leadership role managing all aspects of operations, including communications, finance, education, events, government affairs, human resources, and membership. Experience transforming an organization to ensure long-term growth and sustainability.
- Experience working in a highly regulated industry with an understanding of federal, state, and local government relations/government affairs.
- Experience working in a nonprofit trade association (a CAE designation is highly valued) or industry experience in a relatable industry is preferred.
- Experience working with affiliate groups and have comparable experience such as coalition building and/or building membership organizations.

Attributes

- Business-minded. Have organizational leadership skills and an entrepreneurial spirit to think creatively about ways to expand revenue, engage members, and make pragmatic choices that achieve impact while limiting organizational expenses.
- Courageous and decisive. Raise tough issues, gather the facts, consider the implications of various paths forward, and drive decisions to resolution.
- Industry leader. Cognizant of the needs of all stakeholders—including staff and members—and you fairly consider all viewpoints, demonstrating a sincere appreciation for the expertise everyone brings to the table.

- Mentor. Enjoy leading and building teams, be an excellent mentor, and are develop great people.
- Persuasive. Communicate effectively with all groups of people and present factual information in a way that facilitates thoughtful decision-making.
- Relationship-focused. Demonstrate respect for the expertise of others and you know how to pull together diverging viewpoints and find consensus. You can balance the varying needs of a diverse membership and relate equally well with all.

What's Attractive to the Right Candidate?

- Our members range from large corporations to small family businesses that have been in the industry for many years and are passionate about what they do and about ALA. Members are hardworking, down-to-earth, and a pleasure to be around. There is a lot of camaraderie in this industry and members genuinely enjoy working together.
- As manufacturers, retailers, and manufacturer representatives of lighting, ceiling fan, and control products, this is an exciting industry to be a part of because our members make and sell a spectrum of innovative products that will transform your home for the better.
- We have a strong track record of dedicated volunteer leaders devoted to ALA's success. There is historical knowledge within the organization with experts who will support you. We have a framework in place to work on the issues that are facing our industry.
- Our education foundation is well-respected for funding and developing high-quality training programs, however, we know we have an opportunity to further expand.
- The ALA staff is collaborative, long tenured, and well-respected by the membership. Employees are currently working a flexible hybrid schedule working from home and our headquarter office in the World Trade Center, Dallas, Texas.
- We offer an employee benefits program that includes health/dental insurance, long-term disability, life insurance, and matching 401(k) retirement plan.

To Apply

We encourage you to apply if you meet the qualifications described in the position description. The ALA search committee will consider people from a variety of backgrounds and career experiences.

Simply email your resume and letter of introduction to ricks@quoizel.com with "**ALA – President/CEO position**" as the subject of the email.

For more information about the American Lighting Association please visit www.alamembers.com