



EXECUTIVE SEARCH OPPORTUNITY PROFILE

For the position of:
Chief Executive Officer

Mothers Against Drunk Driving

March 2018



executive
search &
recruitment

ADVANCING NONPROFITS



SUMMARY OF THE OPPORTUNITY

Since 1980 Mothers Against Drunk Driving has led the fight to eliminate deaths and injuries from drunk driving crashes. Their efforts have led to significantly lower incidents but drunk driving remains the #1 cause of highway deaths on American highways with over 10,000 annually. To continue their work, MADD seeks its next Chief Executive Officer to provide dynamic, visionary leadership and guide MADD as it continues to expand its reach and impact.

THE ORGANIZATION

MOTHERS AGAINST DRUNK DRIVING BEGINNINGS

From the kitchen table of one mother, a movement was started that has impacted the lives of individuals and families across the United States. Through her response to personal loss from the actions of a drunk driver, Mothers Against Drunk Driving (MADD) has grown in size and impact, through grassroots organizations that today number thousands of volunteers who are passionate advocates and supporters. Since 1980, MADD has been the leading advocate for the elimination of deaths and injuries resulting from drunk driving, and more recently drugged driving. Their efforts have resulted in legislation at state and federal government levels, development of technologies to intervene and prevent drunk driving, and education programs to increase awareness and understanding of the problem and its prevention.

MOTHERS AGAINST DRUNK DRIVING TODAY

Today, MADD, a 501-c3 non-profit, has a presence in all 50 states, approximately 200 offices and affiliates throughout the US and is headquartered in Irving, Texas. This extensive network focuses on achieving MADD's mission at grassroots levels through volunteers, partners and community groups to increase awareness, develop and grow interest and impact, and provide support for victims and survivors of drunk driving crashes. MADD's grassroots efforts, along with the support of the Government Affairs Office located in Washington, DC, has been responsible for the passage of thousands of laws at the State and Federal level to prevent drunk driving. This grassroots effort has changed society's view on drunk driving, which is a 100 per cent preventable crime. More recently, MADD has been effective in overseeing the passage of all offender ignition interlock laws in over 30 states which have significantly reduced drunk driving crashes.

Through its "Campaign to Eliminate Drunk Driving", MADD is aggressively taking steps to achieve the goal of a future of "No more Victims" that ends "...drunk driving, and educates the public on drugged driving and the prevention of underage drinking to preserve the next generation of drivers." In doing so, MADD's focus is on the following:

- **Programs & Initiatives**
 - Drunk Driving Prevention through high visibility law enforcement, ignition locks, advanced vehicle technologies, and increased public support;
 - Drugged Driving Prevention through expansion and higher utilization of programs available today focusing on education, and supporting law enforcement support;
 - Teenage Drinking Prevention by tackling underage drinking through education of parents, teens and the community about the dangers of underage drinking..
- **Advocacy**-MADD has enjoyed significant success in its advocacy efforts at federal, state and local government levels in changing public policy and successfully leading the effort to pass laws to prevent drunk driving. Not only is this a primary focus of the Governmental Affairs Office, but of the National Office and state organizations as well.
- **Communications**-MADD has developed extensive materials addressing drunk driving to enhance the conversation with the general public in the discussion on drunk driving. Through a variety of traditional media and enhancing their social media presence, MADD is well positioned to continue as well as enhance its role in increasing awareness and public engagement.
- **Partnerships and Resource Development**-MADD actively pursues and develops long term relationships with a wide range of partners ranging from public safety agencies, the automotive industry, corporate sponsors, and governmental agencies among others.

THE OPPORTUNITY

Through the efforts of MADD over the past four decades, highway deaths caused by drunk driving crashes have been significantly reduced. This success has created a misconception that drunk driving is no longer a major issue. However, drunk driving crashes remain the #1 cause of death on America's highways with over 10,000 fatalities and 290,000 injuries annually...all of which are preventable.

MADD's mission and focus has not waivered and remains to be the elimination of drunk driving crashes through constant, persistent awareness, education, improvements in technology to intervene where possible to prevent drunk driving, and public policy/legislation to effectively change behavior. They have proven to be effective advocates for innovative approaches to prevention while pushing for tougher laws for drunk driving offenders. This continues to be their approach today.



However, as the population grows older coupled with the misconception that the problem has been solved, it will be necessary for the next CEO to reenergize the organization and lead the effort to craft the MADD mission in a way that attracts the support of a wider audience. Through a strengthening of the MADD brand and expanding relationships throughout the US, MADD will continue to expand its efforts of greater and sustained impact.

The Board of Directors has recognized the need to recruit a Chief Executive Officer who will provide effective leadership in positioning and guiding MADD to effectively build on its past successes while moving the organization forward. The new CEO will bring a fresh insight and strategic view to MADD organizationally while strengthening its brand,

strengthening/diversifying its funding base and continuing to grow and expand its impact in achieving its goal of eliminating drunk driving.

ROLE & CANDIDATE PROFILE

The Ideal Chief Executive Officer (CEO) will be a visionary leader and strong communicator committed to achieving the mission of MADD, its members and issues that affect them. He/She will be an innovator, with the ability to define, implement and execute a strategic vision reflecting the goals of the organization. The CEO will ensure the organization is structured appropriately with a talented team in place, following best practices in all areas to include administrative leadership, strategy/program development, and organizational and financial management. Further the new CEO will foster a culture of philanthropy, assuring the culture and leadership reflect the goals and objectives of MADD. In doing so he/she will institutionalize a sense of philanthropy throughout the organization.

The CEO will work closely with the Board of Directors to develop a comprehensive, sustainable resource funding model that supports current and future needs by identifying and cultivating partners, donors, and stakeholders to expand funding resources.

The successful candidate will be an experienced senior executive who has effectively led organizations to new levels of growth and sustainable impact. He/She will be a strong leader who is collaborative and possesses unquestionable integrity with a commitment not only to the mission of MADD but to those within the organization, its coalitions and partners.

The ideal candidate will have the professional qualifications to effectively perform and manage the responsibilities of the position to include:

- **Strategic Vision & Leadership:**

The CEO will collaborate with the Board of Directors (BOD) to define and implement the strategic plan while ensuring that the budget, staff and priorities are aligned with MADD's core mission. The successful candidate will provide inspirational leadership ensuring the continued development and management of a professional and efficient organization while establishing effective decision-making processes that will enable MADD to achieve its short- and long-term goals and objectives. The ability to cultivate a strong and transparent working relationship with the BOD and ensure open communication regarding the measurement of financial, programmatic and impactful performance against stated milestones and goals is imperative. He/She will also ensure effective systems to track progress and regularly evaluate program components to measure successes that can be effectively communicated to the BOD, funders and other constituents. Also, the CEO must ensure ongoing program excellence, rigorous program evaluation and consistent quality of finance and administration, fundraising, communications and systems, while securing and directing resources needed to achieve the strategic goals.



- **Administrative/Operational/Fiscal Leadership**

The CEO will possess broadly based administrative and fiscal management knowledge and skills and the ability to effectively lead and manage all aspects of MADD's organization. He/She will possess those personal values that reflect a commitment to the mission and the ability to lead a dedicated, passionate staff. Further, his/her management approach will be that of a consensus builder and problem solver, working collaboratively with staff, the BOD, and other key stakeholders to ensure MADD is positioned for success today and to meet the needs of the future.

- **Advocacy/Awareness/Resource Development**

The CEO will be an effective advocate for MADD in all settings, promoting its value to the community at large. In addition, he/she will provide leadership and guidance in establishing a strategic resource development/fundraising plan, incorporating strong diversified strategies to ensure revenues are available to meet the financial needs of the organization now and in the future. Working closely with the BOD, MADD leadership, governmental and corporate partners and other stakeholders, the CEO will establish goals and best practices to build unity within the organization enabling them to identify and cultivate meaningful relationships with current and potential constituencies and donors.

QUALIFICATIONS AND COMPETENCIES

The CEO will be thoroughly committed to MADD's mission and be passionate about eliminating drunk driving. The successful candidate will provide strong leadership to drive the organization forward, growing it in terms of impact and financial resources, while possessing the ability to relate to and develop relationships with Staff, the BOD, individuals and families served, and a diverse group of other stakeholders and partners. Minimum qualifications and competencies include:

- **Education/Experience:** Bachelor's degree or equivalent experience required; advanced degree of MBA or JD desired with ten years of progressively responsible management experience, preferably in a nonprofit environment.
- Demonstrated success in managing and providing strategic leadership to a large, multifaceted, geographically dispersed organization. Volunteer management highly desired.
- Proven experience in leading the development, implementation and execution of a comprehensive resource development plan to provide diverse, sustainable revenue streams.
- Possess the talent and skills to be an effective communicator within MADD's organization and its wide range of partners, sponsors, donors, and constituents utilizing traditional and social media resources to inspire and motivate.
- Possess the skills and knowledge to be a strong administrator and manager with the business acumen to effectively guide MADD to meet missional, financial, and operational objectives.

In short, the CEO will be a talented manager and leader whose approach is strategic, collaborative, and characterized by the ability to inspire, motivate, and empower others to achieve the goals and objectives of MADD. While providing clear direction for the organization, this individual will possess highly developed communications skills, be creative, curious, and

possess a high emotional intelligence enabling her/him to direct the organization in a manner that identifies and activates opportunities available. While possessing the skill to lead strategic planning and resource development initiatives, the CEO will be an executor with the ability to drive change in a positive, productive manner and to focus limited resources in areas that best enable efficient achievement of MADD's goals and objectives.

COMPENSATION

The compensation package is highly competitive with comparative opportunities. MADD is committed to attracting and retaining talented leadership and staff.

LOCATION

The CEO's office is located in Irving, Texas and the incoming CEO will be expected to occupy that office.

THE SEARCH AND SELECTION PROCESS

[DB&A Executive Search and Recruitment](#) has been retained by Mothers Against Drunk Driving to conduct this search for their next Chief Executive Officer. Candidates will be identified through a number of sources and DB&A consultants will review and evaluate all interested parties in the process of determining a final group for consideration. The search will be coordinated by the MADD Board of Directors and senior management and the final candidate selection will be made by a search committee consisting of MADD leadership.

The search will be conducted in a professional, consistent manner with a commitment to all potential candidates being afforded the same considerations by the search firm and the Client. All reasonable efforts will be made to protect the confidentiality of candidates.

Additional information on the search process may be obtained through Ron Infinger, Vice President, DB&A Executive Search, or by visiting <http://www.DBA-Search.com> and clicking on the "Opportunities" page for position information and to submit an application online.

For further information on this search, please contact:



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