

# EXECUTIVE POSITION PROFILE

## Chief Executive Officer American Brain Tumor Association



American  
Brain Tumor  
Association®




*Providing and pursuing answers®*

---

This search is being conducted by:

## VettedSolutions

1101 14th Street, NW, Suite 910  
Washington, DC 20005  
+1.202.544.4749

 [vettedolutions.com](http://vettedolutions.com)  
 [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)  
 [@vettedolutions](https://twitter.com/vettedolutions)

---

Vetted Solutions is a proud member of:



# Table of Contents

*Click any section in this Table of Contents to go directly to that page.*

*Click on the page number at the bottom of any page to return to the Table of Contents.*

<b>I. Opportunity</b> .....	<b>3</b>
Scope of Position	
Key Accountabilities	
Qualifications and Experience	
Key Skills and Abilities	
Measures of Success	
<b>II. Organizational Overview</b> .....	<b>7</b>
About ABTA	
Vision	
Mission	
Core Values	
Current Strategic Plan	
Publications	
Headquarters	
Web and Social Media Presence	
Board of Directors	
<b>III. About Vetted Solutions</b> .....	<b>9</b>

# I. Opportunity

The Chief Executive Officer position of the American Brain Tumor Association (ABTA) is an exciting opportunity to lead a well-established organization and the authoritative leader within the industry. The ABTA is entering the next phase of its developmental transformation with the opportunity to revolutionize the field. This association works with cutting-edge researchers making critical decisions in funding research and patient support for brain tumors and brain cancer.

Founded in 1973, the ABTA is a nonprofit organization dedicated to advancing the understanding and treatment of brain tumors with the goals of improving, extending and, ultimately, saving the lives of those impacted by brain tumors.

ABTA accomplishes its mission through an extensive patient education and support program and a robust grant making process.

---

## Scope of Position

The Chief Executive Officer (CEO) reports to the Board of Directors and is responsible for the organization's consistent achievement of its mission, revenue generation and its financial objectives.

The CEO oversees governance and operations for this \$5.6 million organization with a staff of almost 30 representing the community of brain tumor scientists, patients, caregivers, donors and key influencers. The ABTA returns approximately 80% of its revenue to mission purposes.

To support the science and treatment of brain tumors, the CEO also works with a scientific advisory council of over 30 renowned physicians in the United States and Canada. Key constituents of the organization also include donors, health care professionals and key influencers in the brain tumor arena.

## Key Accountabilities

### In Overarching Strategy and Planning, the CEO will:

- Collaborate with the Board of Directors to develop, plan, and implement the strategic direction of the association ensuring an outcome-based strategic plan is in place with appropriate annual metrics.
- Develop a dashboard or regular process to review the Strategic Plan, reporting progress to ensure priorities and resources align. With the Board's agreement, course correct as needed based on external environment factors.
- Enhance ABTA's already strong reputation and national positioning as the go-to source on brain tumor related science and treatment issues. Use an industry-based needs approach in the development of new programs that enhance ABTA's mission.
- Ensure an annual development plan with appropriate goals and performance metrics is in place. Where appropriate is actively engaged in fundraising and partners with the Chief Advancement Officer to implement the annual plan.

### **In Communications, Public Relations & Partnerships, the CEO will:**

- Serve as a key internal and external spokesperson for ABTA, in conjunction with the Board Chair, speaking for the Association to the media and public. Strengthens the relations and funding with both the research and healthcare communities.
- Lead efforts to enhance organizational positioning, image and awareness, including further developing relationships with relevant partner organizations and corporations.
- Responsible for ensuring regular and ongoing communications with ABTA constituent groups.
- Establish sound working relationships and collaborative agreements with community groups, related organizations, key influencers, and corporate partners.
- In conjunction with senior team, lead public relations efforts as it relates to key scientific advances, mission-related activities, and ABTA events.
- Ensure communication plans are in place for ABTA collateral material, website, electronic communication, and social media.
- Assure state of the art data collection/management and constituent communications using the ABTA website, electronic, telephonic, social media, collateral material and other appropriate methods.

### **In Governance, Talent Management and Compliance the CEO will:**

- Ensure the Board is kept fully informed on the condition of the organization and all important factors influencing it.
- Foster good communication up, down, and laterally within the governance and staff of the organization.

- Practice good talent management, adhering to best practices in human resource management, including leadership succession planning, employee engagement, staff development, organizational design, talent acquisition and ensuring accountability across the organization through robust performance management.
- Cultivate an effective staff team with appropriate provisions for success within the framework of the strategic plan.
- Encourage active volunteer development and participation related to the mission, program, and fundraising goals of the organization.
- Work with staff to propose an annual organization budget for Board of Directors' approval based on the ABTA strategic plan. Is accountable for financial stability, as well as regular reporting to the Board.
- Maintain official records and documents and ensure compliance with federal, state, and local regulations.
- Develop and implement enhanced technology and data security, risk management plan, policy and controls.

### **In Program Development and Advocacy, the CEO will:**

- Collaborate with staff, Board, and volunteers, overseeing and managing the development and execution of policy goals and tactics aligned with the strategic plan.
- Monitor federal agencies and policy issues to ensure a proactive role in influencing policy or legislation that could affect ABTA and its constituents.
- Encourage and leverage, with appropriate resources, constituent engagement in advocacy efforts aligned with ABTA goals, continually measuring ROI.
- Oversee development of ABTA communications strategies related to advocacy matters.

- Engage volunteers and staff to oversee the development of learning resources, tools, and activities to enhance information availability and treatment for brain tumor survivors and caregivers. Include key constituency patient support and scientific advisory groups as indicated.
- Oversees and works with the Chief Scientific Officer to ensure an objective process for the disbursement of funds to brain tumor researchers.
- Further develop and, as appropriate, sunset programs and advocacy initiatives as warranted by ROI and other metrics.

### Qualifications and Experience

To be successful, the next CEO of ABTA will need to have a combination of leadership experience in a nonprofit organization, professional association or academic setting with a focus on brain tumors or a related field. Specific qualifications include:

- A master's degree in healthcare, organization development, business, or a related field.
- At least five years of experience in a nonprofit senior leadership role or as a nonprofit CEO/ED.
- Experience with governance and volunteer leadership in a nonprofit association.
- Proven track record of strategic leadership and accomplishment of annual goals.
- Familiarity or connection with brain tumor or related diseases.

### Key Skills and Abilities

- Effective communicator and public spokesperson.
- Ability to coalesce a variety of interests, both scientific and patient support oriented, around a common set of goals.
- Customer service orientation, exhibiting both internal hospitality and external customer satisfaction.
- Strong financial management, ability to measure ROI, forecasting, and business sustainability skills.
- Strategic thinker who can see the big picture and motivate staff, volunteers, donors and key constituents toward a common vision.

### Personal and Professional Qualities

- Act ethically to safeguard confidential information and to adhere to the ABTA mission and core values.
- Ability to build a sense of a shared purpose and commitment in staff, volunteers, donors, and key influencers.
- Strong ability to position ABTA for the future, looking beyond the current positioning and envisioning strategic expansion, including but not limited to, conducting SWOT and risk management analyses for the organization.
- Continuously survey key external trends, market demands, and industry changes.
- Guide and mentor others in performing effectively and in providing professional development opportunities.
- Network outside and inside the organization and the field to build positive strategic relationships in keeping with the ABTA strategic plan.

- Ability to address problems and challenges, use critical-thinking in moving beyond the standard methods and solutions, thereby keeping ABTA cutting-edge and ahead of the curve.
- Practice life-long learning, willing to implement new concepts, technologies and methods.
- Open, honest communicator who brings all relevant information, both good and bad, to the board of directors in a timely fashion.
- A hard worker but able to model a work-life balance

### Measures of Success

After one year, the CEO will have:

- Thorough knowledge of the organization, its strategic plan and annual metrics.
- Successfully completed the 2016-2018 strategic plan demonstrating excellent skills in navigating the ABTA landscape and focusing on desired outcomes.
- Established trusting relationships with staff, Board, volunteer leaders and donors.
- Ensured an annual operational and development plan based on the strategic plan.
- Developed needed infrastructure and staff structure to ensure rapid development and success of ABTA.
- Positioned ABTA for an even more successful future.
- Established a presence with key constituencies and as the spokesperson for ABTA.
- Successfully implemented enhanced technology and data security risk management plan, policy and controls.

### After three years, the CEO will have:

- Increased the amount of research grant funding thereby advancing the career development of brain tumor researchers, resulting in a measurable impact on brain tumor research.
- Through a collaborative process, established the next ABTA strategic plan with overarching themes to bridge all initiatives.
- Enhanced the image and position of ABTA so that it is clearly the undisputed leader in the fight against brain tumors.
- Built a welcoming, results-oriented team culture among both volunteers and staff.

## II. Organizational Overview

### About ABTA

The American Brain Tumor Association was founded in 1973 by two mothers, Susan Netchin Kramer and Linda Gene Goldstein. Ms. Kramer lost her daughter to a brain tumor at the age of 7. Ms. Goldstein also lost her daughter to a severe form of brain cancer at the age of 6. These two mothers mobilized their grief and formed the American Brain Tumor Association. Through their experience, they knew that research, resources, and patient support were desperately needed.

Today, ABTA has grown into a \$5.6 million-dollar organization that returns approximately 80% of its revenue to the mission and operates extremely efficiently with only approximately 5% of its revenue going to non-mission related management and administration. Led by a thirteen-member Board of Directors, inclusive of a four-member Executive Committee, the board consists of executives from various industries that all have a connection to brain tumors.

The organization has many fundraising initiatives including peer-to-peer fundraising programs through runs and walks. Entitled “Breakthrough for Brain Tumors 5K Runs & Walks,” these occur in various locations around the country. Further endurance sports fundraising programs are offered through “Team Breakthrough,” which is a Charity Partner of five events around the country. This allows participants to participate in peer-to-peer fundraising activities at their convenience and in a location of their choice.

Individual donors and corporate donors participate in supporting through various opportunities.

### Brain Tumor Awareness Month

Traditionally in May, ABTA is heavily involved in Brain Tumor Awareness month. ABTA also provides their National Patient & Family Conference each

year to further educate patients and care givers on brain tumors and brain cancer. Through the ABTA CommYOUUnity volunteer network, grass roots volunteers can become involved in the serving brain tumor patients, caregivers, families, and health care professionals in a variety of locations. Furthermore, local communities can host 5K runs/walks in their local area through ABTA’s “Raise Up” initiative.

### Mission and Program Initiatives

ABTA has an extensive agenda in supporting brain tumor patients through education, mentoring, and patient support activities. Programs include but are not limited to important education in pediatrics, family impact, treatment, patient support, and patient caregivers. ABTA’s scientific agenda includes grant funding opportunities. Led by board members, staff, and prominent scientific advisors from leading cancer centers, the scientific program measures outcome reports and advancements in the field. Finally, ABTA offers resources for health care professionals including clinical practice guidelines, clinical trial information, and support group training.

### Vision

A future where not one life is lost to a brain tumor.

### Mission

To advance the understanding and treatment of brain tumors with the goals of improving, extending and, ultimately, saving the lives of those impacted by a brain tumor diagnosis.

ABTA does this through interactions and engagement with brain tumor patients and their families, collaborations with allied groups and organizations, and the funding of brain tumor research.

## Core Values

**Compassion.** ABTA cares deeply about people impacted by brain tumors.

**Community.** ABTA realizes greater impact through their work with others.

**Empowerment.** ABTA encourages those impacted by brain tumors to make informed decisions and have their voices heard.

**Excellence.** ABTA offers medically sound, evidence-based programs focused on the needs of those they serve.

**Innovation.** ABTA supports science and delivers programs that lead to innovative treatments and services.

**Stewardship.** ABTA is committed to fiscal responsibility, efficient use of resources, and results.

## Current Strategic Plan

### IMPROVING, EXTENDING AND SAVING LIVES

#### Fiscal Years 2016 to 2018

#### Key Impact Indicators

ABTA is committed to be the national advocate for patient-centered treatment, support services, information and research, investment for brain tumor patients and their caregivers. ABTA's impact is measured in these ways:

- Number of scientists involved in brain tumor research
- Research dollars ABTA provides and influences
- Size of ABTA's reach into the healthcare provider community
- Growth in the number of people accessing information from ABTA

## Publications

ABTA has many patient/caregiver related publications. They also have publications targeted to healthcare professionals. Publications exist in both English and Spanish. ABTA also has a monthly E-news publication that highlights the latest information in the organization, patient care, and research. ABTA also links to other organizations through its website.

## ABTA's Headquarters

ABTA's headquarters office is located at:  
8550 West Bryn Mawr Avenue, Suite 550  
Chicago, IL 60631  
(Tel) 773-577-8750  
(Fax) 773-577-8738

## Web Presence

abta.org

## Social Media Presence

Facebook, Twitter, YouTube

## Rated by:

Better Business Bureau—Accredited Charity, Wise Giving Alliance

Charity Navigator—3-star rating

Independent Charities of America—Member Agency

Charity Watch—A-rating



## Board of Directors

- **Chair**  
Brian Olson, CFP
- **Vice Chair**  
Jim Reilly
- **Secretary**  
Craig Stokely
- **Treasurer**  
Carla Varner
- **Immediate Past Chair**  
Jeff Fourgerousse
- Susannah Davis
- Bob Kruchten
- Jacqueline Lemke
- Alison Miller, MHA
- Mindee Plugues
- Brandon Starkoff
- Ram Subramanian
- James Zhang, MD, MBA

## III. About Vetted Solutions

**Vetted Solutions** is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches pages on our website at: [www.vettedolutions.com](http://www.vettedolutions.com).



**Catherine A. Brown**, *Vice President*  
Vetted Solutions  
1101 14th Street, NW, Ste. 910  
Washington, DC 20005  
+1 310 339 3643  
[cathy@vettedolutions.com](mailto:cathy@vettedolutions.com)



**Jim Zaniello**, *President*  
Vetted Solutions  
1101 14th Street, NW, Ste. 910  
Washington, DC 20005  
+1 202 813 3996  
[jim.zaniello@vettedolutions.com](mailto:jim.zaniello@vettedolutions.com)

For more information about Vetted Solutions, please visit us at:

 [vettedolutions.com](http://vettedolutions.com)  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

Vetted Solutions is a proud member of:



# VettedSolutions