

EXECUTIVE SEARCH



Executive Director

SEARCH CONDUCTED BY

STERLING | MARTIN
a s s o c i a t e s

THE OPPORTUNITY

The National Motor Freight Traffic Association (NMFTA) is a 501(c)6 membership organization with a mission to promote, advance, and improve the welfare and interests of the motor carrier industry and the motor carriers operating in commerce, both domestically and internationally.

This position will provide the right candidate with the opportunity to think strategically and drive innovation at a financially stable organization whose decisions, policies, and programs significantly impact the motor carrier industry, which is a fundamental component of the global economy. The new ED will work with the organization's governing Board of Directors (Board) to set the direction and ensure the success of the organization's programs. The ED will hold responsibility for managing and strategically employing \$11 million in annual revenue, considerable assets, and a staff of around 21 members.

NMFTA's next leader should possess business knowledge or a background in trade association leadership, with at least five years of executive experience and the ability to handle association-specific issues such as advocacy work, strategies for revenue generation, growing and retaining membership, asset management and budgeting, conference management, strategic planning, and the ability to collaboratively work with Board and volunteer leadership.

NMFTA's leadership has recognized cybersecurity as a present and growing concern in the freight transportation industry, and the new leader should have a firm grasp of these challenges and their implications for members. The new leader must be able to effectively articulate cybersecurity concerns and have the advocacy skills to impact legislation and policy in this area that will effect positive change for members.

This position is based in the Alexandria, VA area. There will be some flexibility to work virtually, at least part of the time. The ED will represent NMFTA at all events and Board meetings. Travel is required.

NMFTA: AN OVERVIEW

NMFTA's membership is comprised of less than truckload (LTL) motor carriers operating in interstate, intrastate and foreign commerce. NMFTA provides value to its members through advocacy, services, and product offerings that help the LTL motor carrier industry.

NMFTA's majority revenue source is somewhat unique among membership associations. Most revenue comes from issuing SCACs and SPLCs, which every carrier must have, and shippers require. NMFTA publishes the National Motor Freight Classification (NMFC), a standard that provides a comparison of commodities moving in commerce, and its online version, ClassIT.

NMFTA assigns the Standard Carrier Alpha Code (SCAC), a unique two-to-four-letter code used to identify transportation companies and publishes the Directory of SCACs online. NMFTA also assigns

the Standard Point Location Code (SPLC), a numeric coding system designed to identify points in North America that originate and receive transportation with their geographic location, which is available to users online. NMFTA's classification system organizes all freight into 18 major categories.

Economically speaking, the pandemic resulted in growth for the industry but brought new complications. The ED will have considerable opportunity to offer fresh ideas and take the organization into its next phase of development. Leading a tenured staff, the new ED will oversee projects such as updating the classification system and advocacy. The organization is currently building a new strategic plan and is open to re-evaluating its location, business structure, direction, and growth.

THE EXECUTIVE DIRECTOR ROLE

The ED serves as the chief administrative officer of the organization and is responsible to the Board to effectively conduct the organization's affairs. The ED sets the association's mission, goals, objectives, and related policies. Within this framework and with the resources allocated, the ED manages the staff, systems, resources, and infrastructure to carry out those activities required to fulfill NMFTA's mission.

Within the limits of the bylaws of the association and policies established by the Board, the ED serves as Secretary of the Board. The ED leads strategic initiatives and builds relationships that will assure the association's long-term growth and sustainability.

Strategic Priorities for the Executive Director

The ED is tasked with addressing the following priorities:

Establish NMFTA as the leading voice for the motor carrier industry.

- Advocate on industry-related state and federal regulatory matters and legislation.
- Position matters of member importance on legislative agendas, regionally and nationally.
- Enhance the organizations' visibility and prominence as industry research leaders, establishing and maintaining strong professional relationships with industry stakeholders, policymakers, advocacy groups, the media, and the public.

Contribute to member and organizational success.

- Explore, develop, and maximize partnerships that support collaboration and innovative approaches to organizational development.
- Identify and secure new and continued funding sources and revenue streams.
- Drive membership growth for the organization.
- Provide value and engagement opportunities for members.

Strengthen the LTL motor carrier industry by addressing its challenges and opportunities.

- Drive innovation in NMFTA's products, services, and resources.
- Provide leadership for cybersecurity research for commercial vehicles.

- Integrate a personal understanding of, respect for, and commitment to the history and values of the LTL motor carrier industry, as well as its future challenges.

Essential Duties and Responsibilities

The ED is responsible for the oversight of the following areas:

Strategic and Financial Leadership

- Ensure the organization maintains sound organizational plans and that major additions or alterations to operating departments are properly controlled.
- Work with the Executive Committee to develop and implement the next strategic plan.
- Develop, oversee, and monitor the annual budget.
- Invest the organization's reserves with the advice and consent of the Board and in accordance with established policy.
- Oversee all financial management responsibilities.
- Work with the Finance Committee to ensure a consolidated annual operating budget is recommended to the Board and to assure that all assets are soundly administered, based on an intensive and comprehensive understanding of all aspects of fiscal management for a professional organization of this size and scope.

Staff and Volunteer Leadership

- Ensure Board is kept informed of the conditions of the organization's programs and activities, and important factors that influence them.
- Serve as staff to the Officers and members of the Board, anticipating and meeting their needs for materials, information, and the support they might need to fully manage their roles and responsibilities.
- Ensure the Board is appropriately represented to members, staff, and other constituency groups.
- Execute the decisions of the Board and its committees in a timely manner, and in accordance with bylaws.
- Recommend goals that support the organization's mission, and ensure staff and consultants establish objectives that support the organization's goals.
- Provide for the optimum use of personnel and ensure the organization is staffed with competent personnel who are delegated appropriate authority and compensated commensurately.
- Execute full and exclusive authority to hire, compensate, and terminate staff and consultants within the framework of the approved budget and in accordance with established personnel policies.
- As necessary and helpful, and in consultation with the Board, appoint consultants.
- Ensure appropriate compensation structures are developed and maintained.

Member and Client Services

- Oversee live and virtual programming, resources, administrative support, internal and external communications, publications, and other direct member and client services.
- Develop relationships with peer organizations and policy makers to keep abreast of emerging issues of significance to those in the industry.

Communications and Marketing

- Oversee efforts related to public programming.
- Oversee all communication and outreach efforts including publications, educational materials, website content, and social media.
- Serve as a spokesperson in public and represent the public face of the organization at events and meetings.
- Maintain and develop positive, effective relationships with internal and external stakeholders.

Administrative Management

- Plan, lead and oversee day-to-day activities and programs of the organization in accordance with the Board’s directives.
- Ensure the organization is in full compliance with all local, state, and federal rules governing program activities.
- Manage risk, including assuring compliance with applicable laws, regulations, and governing documents.
- Authorize and execute contracts and commitments in accordance with bylaws and policies established by the Board.
- Ensure all funds, physical assets, and other property are properly safeguarded and administered.
- Ensure NMFTA has established objectives and standards of performance for all major key result areas, including marketing, human resources, operating efficiency, innovation, physical and financial resources, public responsibility, ethical behavior, profitability, pricing strategies, and quality of member services.
- Approve performance standards for operations and ensure corrective action is taken when deviation from standards occurs.

CANDIDATE PROFILE

Required Skills, Experience, and Qualifications

- Minimum of 10 years of experience in organizational management, with 5 years in a leadership position. A CAE certification is a plus.
- Bachelor’s degree is required, preferably in a business-related field.
- Experience with financial management and budgeting skills.
- Demonstrated record of facilitating organizational growth.
- Experience with conference or events management.
- Basic knowledge of IT systems and operations, proficiency with Microsoft Office products, and general knowledge of cybersecurity issues facing businesses.
- Demonstrated experience with drafting and executing a strategic plan.
- Demonstrated experience advocating on behalf of an organization.
- Project management experience and ability to handle basic legal matters such as contracts, leases, HR issues, and conversations with attorneys.
- Experience either working for, or belonging to, an organization, or experience working with a Board. Familiarity with Roberts’ Rules of Order.

Personal Qualities

- A leader with honesty, integrity, and exceptional relationship-development skills.
- Collaborative communication style that builds consensus.
- Excellent oral and written skills, comfort with public speaking.
- A self-starter able to function independently.
- Able to flexibly handle, and lead, change.

COMPENSATION

A competitive compensation package will be offered to attract an outstanding candidate.

TO APPLY

To apply, please send a cover letter and current résumé (Microsoft Word® format preferred) to the Sterling Martin Associates [website](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

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ADDITIONAL INFORMATION

For more information, contact:

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