

# EXECUTIVE SEARCH



**PSIA-AASI**

**Chief Executive Officer**



SEARCH CONDUCTED BY

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

# The Opportunity

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The Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI) has announced a search for the organization's next Chief Executive Officer (CEO). Based in Lakewood, CO, PSIA-AASI is a 501(c)(6) nonprofit education association founded in 1961 to promote the sports of skiing and snowboarding through professional instruction. With over 32,000 members within its eight US regions, PSIA-AASI is the world's largest organization dedicated to skiing and snowboarding. The organization establishes certification standards for snowsports instructors and develops education materials to be used as the core components of instructor training.

This is an exciting opportunity to lead an organization that has created a strong operation built around excellence in governance and strategic planning. PSIA-AASI has consistently implemented critical programs that have fortified the association and its Regional organizations as it continues to grow and provide clear value to members. The new CEO will lead the association as it strategically and intentionally lays a path toward more efficient structures, systems, and solutions in service of the membership.

As the face of PSIA-AASI and one of the key spokespersons, the CEO cultivates key relationships with members of the Board, Regional Leadership, committee members, industry leaders, suppliers, and other organizations in the snowsports industry. As the chief staff executive, the CEO manages the administrative operations for this association, as well as its education foundation, with combined annual revenues of approximately \$4M and a staff of about 17. The CEO provides strategic leadership to the organization, spearheading efforts to support the Board of Directors and membership and to create new non-dues revenue streams. The CEO oversees operational plans and budgets and ultimately is accountable to the Board of Directors, to which she/he/they reports.

## About PSIA-AASI

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Membership in PSIA-AASI falls into one of six classes of individual memberships, and its members are divided into eight Regions throughout the United States. Each Region currently operates as a separate association with its own governing body and governance system. A related 501(c)(3) organization, the American Snowsports Education Association – Education Foundation, was incorporated in 1972 for the purposes of providing high-quality free (or low cost) ski and snowboard education programs, increasing snowsport opportunities in the workforce, improving health and wellness, and developing, through research and data, contemporary materials for the ski and snowboard industry. The Foundation awards scholarships and invests in the association's members to develop their teaching skills. PSIA-AASI and the Foundation are governed by a common Board of Directors, and the two organizations produce combined financial statements. For more information about PSIA-AASI, please visit [the Snow Pros](#).

PSIA-AASI is governed by a nine-member Board of Directors. All eight Regions are represented on the Board of Directors. The Regions, which range in size from under 300 members to over 10,000

members, are separately managed and governed by either paid staff or volunteers, depending on their size, with some support from the National Office. The organization is currently engaged in a potentially greater structural consolidation of the Regions' operations and governance. The organization is guided by the PSIA-AASI [Policy Governance manual](#).

## The CEO Role

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### Essential Duties and Responsibilities

The CEO advances PSIA-AASI's mission to ensure that members enjoy circumstances that enhance their success as professional instructors. Specifically, the CEO works to achieve this through implementation of PSIA-AASI's Strategic Ends: (1) PSIA-AASI and the Regions' strategic goals align; (2) members experience relevant and meaningful professional development; (3) members, the industry, and the public recognize and value PSIA-AASI education, training, and credentials as a premier standard; (4) PSIA-AASI and its Regions use available resources and economies of scale; and (5) members benefit from participating in a diverse professional community.

### Primary Responsibilities

Under the broad strategic governance of the Board of Directors, the Chief Executive Officer:

- Works collaboratively with the Board, staff, regions, and volunteer leadership to implement the organization's Strategic Ends, defined in the Policy Governance Manual.
- Provides executive leadership to and oversight of the national organization, with full responsibility for achieving the results outlined in the Ends policies, within the financial resources of the organization, and maintains the financial strength of the Association.
- Builds consensus and leads PSIA-AASI through change, including the organization's strategic organizational transformation of its operations and governance.
- Communicate the importance of professional ski/snowboard instruction to external partners.
- Drives the organization's commitments to creating an inclusive environment for current and potential members.
- Works to maintain PSIA-AASI's position as a preeminent Snowsports education association.
- Stays attuned to global market trends, industry news, and other industry factors that may affect members and the industry, updates Board on changes to the landscape, and promotes generative discussion for the Board with the goal of developing plans for the proper role of the organization in relation to these trends, issues, and factors.
- Partners with Regional Leaders and their executive and administrative staffs, to continually develop relationships, seeking their input and ideas for the organization.
- In collaboration with Regional leaders, creatively drives new programs, services, and initiatives forward to advance PSIA-AASI's position in the industry in service of the existing membership.

- Directs a full-time national office staff, providing a diverse set of services including education and credentialing, publications, membership marketing and communications, sponsorship and partnerships, information technology, finance, and merchandise sales.
- Recruits and retains appropriate employees and contractors, defines areas of responsibility, sets goals, establishes compensation structures.
- Motivates the team of staff members and contractors at the national and regional offices to achieve high levels of performance.
- Directs the development of short- and long-range objectives, policies, budgets, and operating plans for the organization and oversees their consistent interpretation.
- Identifies and attracts secure non-dues revenue sources.
- Builds and maintains long-term relationships with Regional partners, industry partners, sponsors, and suppliers.
- Builds and maintains relationships with snowsports leadership internationally and represents PSIA-AASI at meetings of various international snowsports organizations and events.
- Maintains oversight of the manager of the National Team of preeminent snowsports instructors and works to promote the interests and the exposure of team members for the benefit of the membership.
- Communicates regularly with the Board Chair, Board of Directors, Regional leaders, membership, and staff colleagues.
- Provides regularly scheduled Board reports in writing, including data supporting assessment of results and compliance with management parameters.

## Required Skills, Experience, and Qualifications

- Bachelor's Degree from an accredited institution of higher education.
- Executive leadership experience with oversight responsibility for strategic planning and implementation, complex operations, staff, finances and budget.
- Proven experience building and maintaining strong relationships built on trust combined with an ability to influence and build consensus among diverse stakeholders.
- Demonstrated ability to build and maintain a productive staff and a healthy and collaborative working environment that promotes longevity and loyalty by employees.
- Knowledge of equity and justice principles or experience meeting the needs of racially, economically, and socially diverse populations and/or leading efforts to create inclusivity and belonging within communities or organizations.
- Experience leading and managing an organization through transformative change.
- Strong organizational abilities, including planning, program development oversight and facilitation.
- Exceptional budget development and management skills including budget preparation, analysis, decision-making, and reporting.
- Strong knowledge of technology tools and IT applications related to association management.
- Demonstrated track record of fundraising and/or sponsor development and management.

- Strong collaborative and facilitation skills.
- Strong written and oral communication skills, including public speaking.
- Experience in outdoor sports, snowsports, resort operations, or snowsports school management a plus.
- Prefer experience working with or on a nonprofit governing Board.
- Knowledge of Policy Governance a plus.

## Personal Qualities and Competencies

- Mission-driven, passionate, and committed to PSIA-AASI's vision.
- Ability to convey a vision of PSIA-AASI's strategic future to staff, Board, volunteers, and members.
- Collaborative leader who is skilled in relationship building, consensus building, conflict resolution, and change management.
- Comfortable with ambiguity.
- Media savvy, skilled spokesperson who can build respect for the association among members, prospective members, and potential affiliates, partners, and sponsors.
- Ability to interface with and engage with a diverse membership.
- An interest in snowsports is desirable; an ability to connect with the association's members.
- Possess a servant-leader mentality in order to serve the membership, the volunteer leaders, and the regions that are the direct conduit to the members.
- Demonstrate transparent and high integrity leadership.
- A motivated—and motivational—leader who leads by example.
- Minimum 20% travel.
- Applicants from historically under-represented communities, including but not limited to BIPOC communities, LGBTQ+ individuals, people with disabilities, and women are strongly encouraged to apply.

## Compensation

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

Compensation range for base salary: \$150,000 to \$200,000.

Benefits include medical and long-term disability insurance, generous leave, vacation, and holiday policies, and 401(k) retirement savings plan.

## To Apply

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To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). 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

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