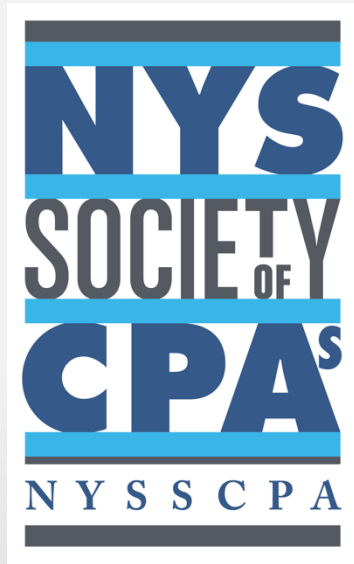


## EXECUTIVE SEARCH



Chief Operating Officer

SEARCH CONDUCTED BY

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

## The Opportunity

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The New York State Society of Certified Public Accountants ([NYSSCPA](#)) is conducting a search for a Chief Operating Officer (COO) to serve directly under and report to the Executive Director/Chief Executive Officer (ED/CEO). The COO will direct the work of and assume responsibility for the results of several key operational areas, including Membership, Chapters, and Education departments, as well as the Foundation for Accounting Education and the Moynihan Scholarship Fund. The COO collaborates with other senior staff members to accomplish organization goals and fosters an inclusive, positive work environment. If you are a senior leader with extensive operational experience and a track record of successfully leading operations, preferably for a professional association, this may be your ideal opportunity.

## About NYSSCPA

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Founded in 1897, the NYSSCPA is a 501(c)(6) membership association for certified public accountants (CPAs) and finance professionals in New York State, and aims to educate, connect, and grow the careers of its 21,000 professional members. NYSSCPA fulfills this commitment to its membership through in-person and online networking opportunities, professional education, and prominent industry publications such as the *CPA Journal*. With annual revenues of around \$10.3M, and a 39-member governing Board of Directors, the organization's work is supported by 67 staff members and 15 local chapters throughout the state, as well as more than 60 committees covering a broad range of topics and areas.

NYSSCPA also runs the Foundation for Accounting Education ([FAE](#)), a 501(c)(3) organization that administers continuing professional education (CPE) for CPAs and finance professionals. FAE offers courses in accounting, auditing, taxation, industry-specific topics, ethics, and advisory services in multiple formats, including live and online courses, and full- and half-day conferences and seminars.

The NYSSCPA established the [Moynihan Scholarship Fund](#) in 2015 to fulfill NYSSCPA's mission to support the education and development of high school and college students in New York State, while facilitating their exposure to accounting and business careers. In 2022, the Fund awarded \$129,000 in scholarships to 64 students.

## The COO Role

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### Essential Duties and Responsibilities

- Assist with the overall management of the Chapters, Education, and Membership departments as well as the Foundation for Accounting Education and the Moynihan Scholarship Fund. (In the short term, Communications and Marketing will also be within the scope of responsibility.)

- Serve as lead liaison to the Boards of the Foundation for Accounting Education and the Moynihan Scholarship Fund.
- Attend all Board of Directors Meetings and Executive Committee Meetings.
- Ensure volunteer committees are fully and appropriately staffed (approximately 30 committees).
- Participate in formulating, developing, implementing, and administering long-range strategies, goals, and work plans for areas of responsibility.
- Direct implementation of Society initiatives to ensure efficiency and effectiveness of assigned departments.
- Provide oversight of membership recruitment, retention, and engagement policies and procedures to ensure and expand value proposition for constituents and members.
- Forecast membership growth potential and create strategies to target specific segments. Keep pace with member needs by reviewing data from a variety of sources and inputs.
- Participate in analyses of activities and operations to determine the most effective practices for the Society. Provide input for development of new and emerging services and activities.
- Uphold and model standards of quality and accountability across all areas of responsibility.
- Collaborate with peers and staff members to ensure continuity of the organization's activities.
- Develop and project a positive image of NYSSCPA members, the CPA profession, and the value of NYSSCPA's brand.

#### **Supervisory Responsibilities:**

- Direct and supervise staff of 25 to 30 through four direct reports to efficiently achieve goals and objectives for areas of responsibility.
- Work with staff to develop, maintain, and use the systems and resources that facilitate the effective operation of assigned departments.
- In coordination with ED/CEO and human resources, hire, develop, review professional staff and maintain a positive, productive, and inclusive work environment.

#### **Operations Responsibilities:**

- Provide an operational lens to strategic leadership while continually identifying opportunities for improving the organizational efficacy in fulfilling NYSSCPA's mission.
- Continuously evaluate and, where possible, improve operations, systems, processes, and programs and recommend changes.
- Participate in defining contract terms, conditions, performance expectations, and ensure compliance of contracts.
- Within the level and scope of authority, select and manage vendors and third-party consultants, speakers, etc.

#### **Financial Responsibilities:**

- Work closely with CEO and CFO on annual budgeting activities to align programming with priorities articulated by Society leadership.

- Adhere to budget and audit guidelines and monitor budget performance to fulfill fiduciary responsibility of the Society.
- Envision and develop initiatives to enhance and diversify revenue streams within areas of responsibility.

## Required Skills, Experience, and Qualifications

- Bachelor's Degree required; Master's Degree preferred.
- Previous experience working in a professional association strongly preferred; CAE certification is a plus.
- Minimum of 8-10 years of senior management experience.
- Supervisory experience with teams of at least three.
- Experience managing complex activities.
- Exceptional oral and written communication and facilitation skills.
- Experience leading a nonprofit organization with volunteer leadership.
- Advanced skills using Microsoft Office.

## Personal Qualities and Competencies

- Entrepreneurial, mission-driven mind set.
- Ability to identify where change is needed and to lead change.
- Ability to establish effective working relationships with internal and external constituents.
- Possess business acumen and financial management skills.
- Possess skills to continually drive quality improvement in operations.
- Practical understanding of technology and tools associated with project management, time management, and collaboration.
- Positive attitude with ability to identify creative solutions to complex problems.
- Exceptional interpersonal and decision-making skills.
- Ability to identify and prioritize issues.
- High integrity and honesty.
- Candidates from historically underrepresented and marginalized communities are 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: \$175,000 to \$245,000.

## 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.

*NYSSCPA is an equal opportunity / affirmative action employer committed to inclusion and cultural diversity in the workplace.*

*Sterling Martin Associates is committed to providing equal opportunity for employees and applicants in all aspects of the employment relationship, without regard to race, religion, color, age, gender (including pregnancy, childbirth, or related medical conditions), marital status, parental status, sexual orientation, gender identity, gender expression, ancestry, national origin, citizenship, political affiliation, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided on the basis of qualifications, merit, and business need.*

## Additional Information

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