



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

NAMA
Bringing convenience to life.

CHIEF EXECUTIVE OFFICER

The Opportunity

The National Automatic Merchandising Association ([NAMA](#)) seeks a visionary and strategic Chief Executive Officer (CEO) to lead the association and the NAMA Foundation. The ideal CEO candidate will be an expert in association management, with a strong track record in operations, member engagement, advocacy, and strategic growth.

This position is hybrid in-office at NAMA's Arlington, VA headquarters with extensive domestic travel expected.

About NAMA

NAMA is the leading association representing the \$34.9 billion U.S. convenience services industry and has served as the voice of traditional vending, coffee, tea, and water service, self-service markets, dining, catering, and commissary services since its founding in 1936. With nearly 1,000 member companies—including many of the world's most recognized brands—NAMA provides critical advocacy, education, and research to support its growing membership. NAMA has an annual budget of approximately \$10 million and a staff of 21.

Formed in 1982, the NAMA Foundation has led two ground-breaking capital campaigns, raising over \$10M from industry suppliers, operators state councils and allied partners to fund the development of strategic initiatives in the areas of voice, knowledge and research, while helping NAMA build its critical core competencies and infrastructure in these areas.

The CEO Role

Essential Duties and Responsibilities

Leadership/Governance

- Cultivate and articulate a compelling vision that energizes staff, members, and industry partners.
- Collaborate with the Board of Directors to develop and implement the strategic plan, ensuring clarity of priorities and goals across the association.
- Provide leadership while developing and improving relationships with relevant partner organizations in alignment with the organization's mission and strategic direction.
- Serve as a key internal and external spokesperson for the organization, communicating in an effective, professional manner with the membership, staff, media, and the public to advance

the mission and strategic initiatives of the organization, to promote a positive image, and to foster cooperation.

- Collaborate with the Board, member committees and staff to develop and successfully execute NAMA products, programs, and services.

Advocacy

- Serve as the organization's public spokesperson, ensuring that the organization has a positive image nationally and with funders. Oversee the development of all marketing and public relations initiatives.
- Build strong, collaborative relations with NAMA committees and task forces to best achieve the common goals and objectives.
- Represent NAMA at industry, cooperating organization, constituent organization, and governmental agency meetings, functions, and events. Maintain involvement in professional associations and networks to assure awareness of service opportunities, needs, funding, and legislative trends.
- Advance NAMA's legislative and regulatory impact by building upon the existing advocacy framework to grow influence, opportunity and high-impact outcomes for members. Guide advocacy priorities at the state and federal level, aligning industry voices to affect public policy outcomes.

Contribute to Member and Organizational Success

- Drive a rebranding and positioning strategy to reflect the evolving nature of the industries NAMA serves.
- Champion and complete the industry data initiative, including leading efforts toward API adoption and centralized databases, driving value for members and modernizing data infrastructure.
- Explore strategic partnerships, mergers, and acquisitions to expand NAMA's reach and relevance across adjacent markets.
- Foster engagement across member segments – from global manufacturers to independent operators, through high-touch, visible leadership.
- Support and grow engagement among small and emerging operators while retaining current members, providing resources, education, and advocacy tailored to their unique needs.
- Develop and diversify revenue streams for the organization.
- Oversee member recruitment and retention strategy and its implementation.
- Ensure value proposition is strategically aligned with organizational goals and meets member needs.
- Ensure development and implementation of a comprehensive marketing and communication plan.
- Oversee the development and successful delivery of all association sponsored events, including the annual NAMA Show.

Management/Administration

- Champion the organizational culture, such that it aligns with the mission and values of the organization.
- Create a positive work environment that supports staff and volunteer development, growth, and satisfaction.
- Foster and encourage active volunteer leadership participation and development across all levels of the organization.
- Ensure appropriate staffing levels, performance management, talent identification and succession planning are implemented and realized.
- Stay current on association management trends, programs, and practices to assure NAMA is up to date on best practices.
- Ensure the organization's financial health through sound fiscal management and oversight.
- Monitor and report on financial performance metrics, aligning operations with strategic goals.
- Develop and present annual budgets to the Board of Directors and Executive Committee.
- Provide oversight, support, and guidance to NAMA Foundation leadership and serve as a liaison as required.

Required Skills, Experience, and Desired Qualifications

- Proven leader with 10+ years of experience in a Chief Executive Officer, Executive Director, Chief Operating Officer, Chief of Staff, or other senior-level position within an association or adjacent sector of comparable, or larger, complexity.
- Bachelor's degree required. CAE is a plus.
- Experience managing Board meetings and setting agendas that balance immediate concerns with big-picture discussions.
- Proven experience in strategic planning and successfully operationalizing and executing a plan.
- Demonstrated leadership capacity and the ability to take initiative, be proactive, guide the organization, and build high-performing collaborative teams.
- Financial fluency; experience with budgets, financial reports, and strategic planning.
- Experience leading new business growth and generating new revenue lines.

Personal Qualities and Competencies

- Strategic thinker and visionary
- Balanced personality; tough minded, when necessary, yet diplomatic and team oriented.
- Ability to unite disparate member interests, lead by example, and personify the future-facing identity of the industry.
- A high energy, bias to action, charismatic leader capable of motivating a diverse set of stakeholders with a sense of urgency and orientation to execution.

- Innate orientation, intellectual curiosity, passion and commitment toward learning the industry on a deep level.
- Ability to manage and communicate with diverse stakeholders, and to address and resolve conflicts among various stakeholders
- Articulate communicator with strong marketing and promotional skills to grow the organization and its membership base. Experience growing segmented membership engagement is preferred.
- A visible, accessible leader with a relational, high EQ style and excellent communication skills to serve as the public face of the association and build trust and cohesion with the staff.
- Outreach and networking skills, including the ability to serve as an ambassador for an organization and clearly articulate the value and strength of an organization to current and potential members and partners.
- Commitment to personal and professional continuous learning and growth, acting as a lifelong learner.
- Candidates from historically underrepresented and marginalized communities are encouraged to apply.

Compensation

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

To Apply

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

For more information, contact:

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