

KOYA

LEADERSHIP  
PARTNERS

NATIONAL SAFETY COUNCIL

President & Chief Executive Officer



President & Chief Executive Officer  
National Safety Council

## NATIONAL SAFETY COUNCIL

---

The National Safety Council (“NSC” or “the Council”) is at the forefront of keeping Americans safe.

The nation's leading safety advocate for more than 100 years, NSC's mission is to eliminate preventable deaths at work, in homes and communities, and on the road. NSC advances this mission by engaging businesses, government agencies, elected officials and the public to help eliminate the third leading cause of death in the United States – preventable injuries.

A unique and compelling aspect of the Council is its deep business orientation and revenue-generating lines of business. While structured as a nonprofit organization, NSC sells safety products and services, while also engaging in fund raising, which ultimately enables a variety of safety-focused advocacy efforts. A \$65 million organization, approximately 90% of the Council's revenue comes from its well-regarded products and services.

Founded in 1913 and chartered by Congress, NSC, with 50,000 members, local chapters and global networks, is committed to helping keep people safe wherever they are. The Council has a multi-pronged approach, engaging both the public and member organizations through leadership, research, education and advocacy.

NSC has made tremendous impact through the following:

- **High Value Safety Education & Training:** Trusted worldwide and armed with the latest research, every year NSC instructors teach millions of people with courses designed by the NSC in the areas of defensive driving, first aid and CPR, and OSHA compliance. Driven by data, NSC produces **Injury Facts** – an annual online compilation of statistics on unintentional deaths and injuries;
- **Engagement with Safety Professionals:** NSC is the leading source for research-based safety solutions, education and best practices to prevent unintentional injuries and death in workplaces including the magazine, **Safety+Health®**. The Council delivers the world's largest annual safety conference, the NSC Congress & Expo, which draws safety, health and environmental professionals from the United States, Canada and more than 60 other countries; and
- **Effective Advocacy:** The most trusted name in safety, NSC is the go-to source for information about preventable deaths – from addressing opioid misuse to texting while driving. Advocating for safety legislation, regulations and policies, the NSC CEO and senior leadership team are invited to testify before Congress, participate in national advisory panels and frequently contribute to major network news programs and national and trade print media.

In a **pioneering report** released in January 2019, the NSC shed light on the changing face of safety and preventable deaths in the United States. For the first time on record, Americans' odds of dying from an accidental opioid overdose are greater than dying in a motor vehicle crash.

The Council has 20 local chapters throughout the U.S. NSC is headquartered in Itasca, Illinois, just west of Chicago. The entire U.S. population and more than 50,000 member companies rely on the National Safety Council for information, resources, and training to keep employees and communities safe.

For more information about the National Safety Council, please visit <http://www.nsc.org/>.



President & Chief Executive Officer  
National Safety Council

## THE OPPORTUNITY

---

The President & Chief Executive Officer (CEO) has primary responsibility for the leadership, strategy, operational management, annual planning, budgeting, and day-to-day activities of the Council.

The CEO will collaborate with the Board to set the vision and strategic direction for the NSC. The CEO will work with the Board, staff, and key stakeholders to develop and implement the strategic plan that will save lives and prevent injuries.

The CEO represents NSC to the public and key stakeholders. The role demands dynamic communication skills—visible through being a public spokesperson on various advocacy issues and mobilizing partners effectively. The individual must also be able to speak convincingly about the NSC's strategy and associated safety issues, using multiple media channels.

The CEO will lead strategic initiatives that involve forming partnerships with federal and state government organizations and corporate partners, creating public education campaigns, passing legislation, and working closely with corporate partners to improve the safety of their operations.

The CEO provides direction to revenue-generating business units and the philanthropic team, to develop growth strategies and implementation plans, to ensure successful execution of those plans and subsequent revenue growth.

The CEO is responsible for leading more than 280 staff, while overseeing a \$65 million budget. The CEO is responsible for the overall fiscal management and stability of the organization, through prioritizing resources and ensuring accountability for execution of organizational goals and objectives.

Key responsibilities include:

- **Strategy and Vision:** Develop the long-term strategy and vision for the NSC initiatives and businesses, as well as the action plans required to achieve the strategy. Set and communicate organizational priorities and appropriately allocate human, financial and operational resources to achieve those priorities.
- **Leadership:** Serve as the spokesperson for the Council with national media; maintain the Council's positive and highly visible image as the leader in the effort to prevent unintentional injury and death throughout the nation and the world. Serve as spokesperson with key audiences, companies and industry groups. Expand the Council's leadership on key issues by partnering with national safety organizations, government entities, and other key stakeholders.
- **Board and Stakeholder Communications:** Work closely with the Board and volunteers to develop and implement the strategic plan, as well as integrate volunteer activities to achieve the Council's mission. Inform the Board of matters that may significantly impact the organization, and promptly refer to the Chairman any issues that may require Board action.
- **Financial Performance:** Achieve the company's annual revenue, profitability and cash flow objectives. Grow the revenue and manage the costs. Develop and gain Board approval for the Company's annual plan and operating budget as well as the capital expenditure plan.



President & Chief Executive Officer  
National Safety Council

- **Operations Support and Execution:** Establish the NSC marketing and sales strategy and key priorities to drive the organization’s achievement of those objectives. Identify marketplace, competitive, and technological risks and opportunities and take the necessary actions to mitigate risks and capitalize on opportunities. Support the Company’s selling efforts through direct “C-level” contact with critical clients, partners, and prospects as appropriate. Assure technology resources are in place to support execution.
- **Development Efforts:** Cultivate relationships with current and prospective donors and Board Members. Actively engage and energize external stakeholders to garner new opportunities for partnerships. Work proactively with the Board and development team to fundraise for the Council.
- **Organizational Talent Planning:** Continuously refine the NSC organization strategy and structure to ensure that the Council has the right strategy and talent in place to achieve objectives. Regularly assess key management roles and talent to ensure that NSC has the right people in the right roles, with an active succession plan. Maintain a culture of integrity and fairness.

## CANDIDATE PROFILE

---

The ideal candidate will have the following professional and personal qualities, skills and characteristics:

### A Visionary Leader

The CEO will be a strategic leader who, with the Board and staff, will define NSC’s identity in the next chapter in an evolving field that is experiencing rapid change and growth. An effective “big picture” strategist and leader, the CEO will take a consultative approach to evolve the vision of the organization for the future while celebrating the history of its positive impact. The ability to think entrepreneurially will be critical for the organization to reach its full potential. The CEO must also have the capacity to shape policy positions, build strategic initiatives and advance an advocacy agenda. The CEO will have demonstrated the ability to respectfully push the boundaries of NSC’s work and influence and challenge the perspective of others to encourage mindful risk taking, innovation and proactivity, while being fiscally responsible. This leader will instinctively ‘get ahead of the curve’ by anticipating needs and threats, and will craft a strategy to address those while achieving NSC’s mission.

### An ‘Ambassador’ for the National Safety Council

The CEO will be the public face of the Council and serve as its “ambassador” to the media, policymakers, funders and other stakeholders. The CEO will be a charismatic, credible, high-energy and well-known business executive and/or respected thought leader. The successful candidate will have an executive and genuine presence and will be able to eloquently promote and convey NSC’s mission to a diverse range of constituents to generate support and inspire action. As the lead spokesperson and chief fundraiser for NSC, the CEO will bring a strong network of contacts and inspire trust and confidence from industry leaders. The CEO will also excel at working in partnership with the Board and leadership teams at member companies to develop strategies, building out NSC’s brand equity and reputation in the field.

### A Business Executive

The CEO will be a seasoned executive and strong manager who understands the importance of effective operational and financial administration. This leader is a facilitator of staff and Board teamwork and provides clear expectations and accountability measures for department deliverables. The CEO will ensure that each of NSC’s lines of business, philanthropy, and advocacy teams are operating as “one NSC,” universally aligned with NSC’s mission and vision. The CEO will be skilled at guiding the Board and staff to achieve NSC’s goals and focus on the strategic levers to



President & Chief Executive Officer  
National Safety Council

drive the organization in the right areas. The CEO will have the ability to make decisions swiftly and set priorities, delegate responsibilities, assure accountability and allocate resources to ensure results. A tactical leader, the CEO will have a strong business orientation and an ability to use metrics to drive business decisions and achieve strategic objectives.

#### Leading with Influence and Relationship Builder

The CEO will have the ability to inspire staff, the Board and the communities the NSC serves to achieve new heights for the organization. The CEO will have an inspirational approach to building collaboration and buy-in and generating support from stakeholders. The CEO will be a charismatic leader who can establish rapport and open communication with all constituents and successfully convey the NSC's mission and objectives. The CEO will strengthen and retain an empowered team that will implement the course of action for achieving the vision. An engaging and supportive leader, the CEO will have a track record of motivating and inspiring others to achieve impact through creativity, teamwork and by leveraging individual strengths to meet organizational goals.

#### A Passion for the Mission:

Fully embracing the mission of the NSC, the CEO will be a bold thinker and will have a laser focus and unwavering commitment to achieve the goals of the organization. A safety advocate and enthusiast, the CEO will have a sense of urgency and strong desire to join the national effort to keep people safe. The CEO's eye will consistently focus on the future and how to best adapt and grow NSC in this changing field. S/he will be an empathic and charismatic leader who treats others with respect. The ideal candidate will represent the pinnacle of the NSC's values of Accountability, Safety, Service, Innovation, Spirit and Teamwork.

Candidates can come from a variety of backgrounds. Leading a division or department at a Fortune 500 company or business-oriented policy/advocacy organization would be appealing but not required. Evidence of thought leadership in the field is highly desirable.

A bachelor's degree is required; an advanced degree in a related field is preferred.

## CONTACT

---

Koya Leadership Partners has been exclusively retained for this search. To express your interest in this role please submit your materials [here](#) or email Alison Ranney, Marissa Martin and Chartise Clark directly at [koyachicago@koyapartners.com](mailto:koyachicago@koyapartners.com). All inquiries and discussions will be considered strictly confidential.

The National Safety Council is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ applicants.

## ABOUT KOYA LEADERSHIP PARTNERS

---

Koya Leadership Partners is a retained executive search and human capital consulting firm that partners exclusively with mission-driven clients, institutions of higher education and social enterprises. We deliver measurable results, finding exceptionally talented people who truly fit the unique culture of our clients and ensuring they have the strategies to support them. For more information about Koya Leadership Partners, visit [www.koyapartners.com](http://www.koyapartners.com).