



# Position brief for the position of President & Chief Executive Officer

February 2022



# Contents

Opportunity Overview	3
Letter from Patricia Bassett, Chair of the Board	4
About AHAM	5
AHAM Organizational Chart	6
The Position	7
The Candidate	8
How to Apply	9

## Contact Information

---

**Tonya Muse** | Partner, U.S. Association & Corporate Affairs  
and Not-for-Profit Practices

Email: [Tonya.Muse@odgersberndtson.com](mailto:Tonya.Muse@odgersberndtson.com)

**Catherine Black** | Partner, U.S. Industrial Practice

Email: [Catherine.Black@odgersberndtson.com](mailto:Catherine.Black@odgersberndtson.com)

**Odgers Berndtson**

1100 Connecticut Avenue, N.W.,  
Suite 800

Washington, D.C. 20036



# Opportunity Overview

The President & CEO is responsible for overseeing the development and administration of programs and the strategic plan of the association. The President & CEO employs and directs staff in carrying out the mission and management of the association's financial resources and obligations. The President & CEO will engage the membership in the development of programs and policies and will be the primary spokesperson of the industry. The President & CEO reports to the Board of Directors and is a voting member of the Board.



# Letter from Patricia Bassett, AHAM Chair

Thank you for your interest in the search for AHAM's next president and CEO. We have been very fortunate that Joe McGuire has led the industry for over twenty years. While Joe leaves an impressive legacy, the association's Board and membership are now focused on the future. We seek an individual who can provide strong operational leadership and a strategic vision to lead AHAM's next chapter.

The next AHAM president and CEO has the opportunity to lead a high performing staff organization located in the U.S. and Canada. AHAM's mission is to enable the membership to enhance people's lives through sustainable, safe products. AHAM works with government, standards organizations, and other influencers to find solutions for public policy matters that serve the public good and incentivize innovation.



The Covid pandemic has reinforced the essentiality of home appliances to keep people safe and healthy. The AHAM member companies continue to rise to the challenges brought by the pandemic. And we continue on a quest to leverage technology to extend the value of home appliances to consumers. We want our next staff leader to help harness the potential of AHAM staff and member companies to meet known challenges, identify those that are emerging and continue to be solutions developers. The AHAM strategic plan challenges the association to continue to find new ways to deliver value to members and consider new forms of value. This, while also focusing on our commitment to inclusion and diversity, provides challenges and opportunities for our next leader to take the helm.

Sincerely,

Patricia Bassett  
Vice President, Research & Development Home Appliances  
Newell Brands  
Chair, AHAM Board of Directors



# About Association of Home Appliance Manufacturers

AHAM is the national trade association of the home appliance industry in the United States and Canada. It represents manufacturers of major, portable and floor care home appliances, and suppliers to the industry. AHAM is headquartered in Washington, DC and has an office in Ottawa, ON. Its global membership includes over 160 companies throughout the world. AHAM members produce more than 95% of the household appliances shipped for sale in the United States and Canada and are valued at more than \$30 billion annually.

AHAM carries out the public policy advocacy of the industry at international, national, state, and provincial levels in the United States and Canada. AHAM is also an accredited standards development organization authoring product performance and sustainability standards and participates and coordinates on behalf of its members in the development of national, North American, and international standards.

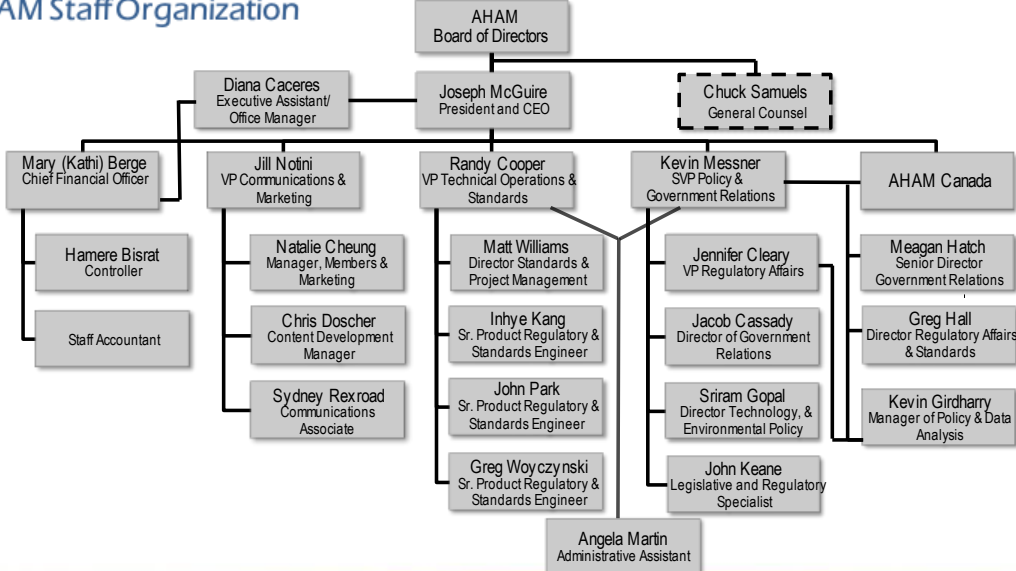
AHAM administers voluntary product rating verification and certification testing programs. AHAM also administers product shipment data programs and conducts market research and publishes consumer safety messaging.

The organization holds a strong reputation for being an effective convener and consensus builder among its membership. Led by a strong team of dedicated and collaborative professionals, AHAM is well-respected and highly regarded as an organization that will continue to be the leading voice in the appliance industry.

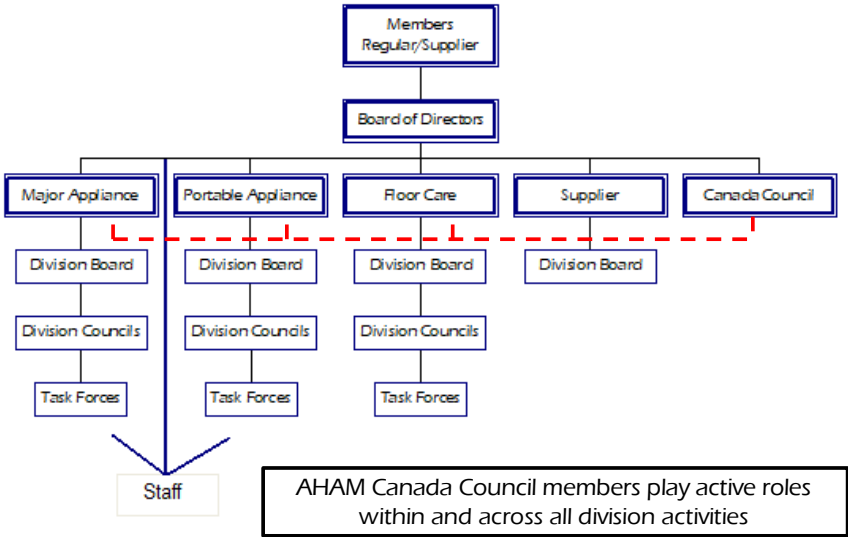


# AHAM Organizational Chart

## AHAM Staff Organization



## Member Organization



# The Position

The President & CEO is responsible for overseeing the development and administration of programs and the strategic plan of the association. The President & CEO will lead a dynamic, seasoned and collaborative team in carrying out the mission and vision of the association. As the primary spokesperson for the organization and a leading voice within the industry, the President & CEO will have an excellent presentation, communication and consensus building skillset. The President & CEO reports to the Board of Directors and is a voting member of the Board.

## Duties & Responsibilities

---

- Management of the Board in its governance duties, communicating effectively with the Board in a timely and accurate manner, including all information necessary for the Board to function properly and to make informed decisions.
- Oversight of AHAM public policy advocacy programs, including meaningful member engagement, consensus development and data driven policies and positions.
- Oversight of AHAM's product rating verification and certification testing programs, ensuring compliance with AHAM and relevant government requirements and sufficient resources for program operation.
- Oversight of AHAM product shipment and other business, technical and market data programs.
- Responsible for AHAM membership in the U.S. and Canada, including member recruitment, retention, and engagement.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.
- Responsible for implementation of programs that carry out the organization's mission.
- Responsible for strategic planning to ensure that AHAM can successfully fulfill its mission into the future.
- Responsible for the public communications on behalf of the industry with the media, trade partners, other influencers, and consumers.
- Responsible for the hiring and retention of competent, qualified staff.



# The Candidate

The ideal candidate will be an energetic, transparent, results-oriented, “hands-on” leader with demonstrated experience working with trade associations. They will also possess a strong working knowledge of the consumer goods industry. The successful leader will value diversity and lead with authentic inclusiveness. The President & CEO will serve as the lead spokesperson for the association as a tactful, diplomatic, and honest consensus builder. He/She/They will possess strong financial acumen, good business judgement, and a global mindset.

## Competencies & Essential Qualifications

---

- The leader will operate with transparency, sound judgement, and high integrity.
- Experienced and skilled in working with a Board of Directors and multiple stakeholders, both internal and external.
- Possess high level strategic thinking and planning capability.
- Can envision and convey the organization’s strategic future to the staff, board, members, and stakeholders.
- A humble, empathetic, and engaging influencer.
- Significant experience in public policy either in government or within a company or association.
- Experience working in a fast-paced consumer-oriented environment or industry.
- Good understanding of technical and testing standards and relevant government requirements.
- Demonstrated ability to oversee and collaborate with staff.
- Five or more years senior nonprofit management and/or corporate business experience with strong working relationships and knowledge of public policy advocacy ideally at the state, federal and international levels.
- Strong financial management skills, including budget preparation, analysis, decision making and reporting.
- Demonstrated experience leading and building consensus among stakeholders.
- Strong written and oral communication skills. Excellent public speaking ability.
- A global mindset paired with a strong work ethic and a high degree of energy.
- At a minimum, a bachelor’s degree.





## Location & Remuneration

AHAM is headquartered in Washington, DC. The President & CEO is expected to work from the Washington, DC office, with a hybrid work week option. A competitive, attractive compensation and benefits package will be offered to the selected candidate.

## How to Apply

To apply, please submit a comprehensive CV along with a cover letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include the names and addresses of three references. References will not be approached until the final stages and not without prior permission from candidates.

The preferred method of application is by email at:  
[ahampresceo@odgersberndtson.com](mailto:ahampresceo@odgersberndtson.com)

## Contact Details

For a conversation in confidence, please contact:

**Tonya Muse**

Partner, Association, Corporate Affairs & Not-for-Profit Practices

Email: [Tonya.Muse@odgersberndtson.com](mailto:Tonya.Muse@odgersberndtson.com)

## About Odgers Berndtson



Odgers Berndtson Executive Search is a leading global executive search firm, assisting private and public sector organizations find the highest caliber people for senior management appointments across North America and internationally.

Our reputation at the top of the executive search profession is over 50 years old. With offices in over 60 cities worldwide, our experienced executive search specialists operate with absolute discretion, integrity, and care, and are expert in finding exceptional individuals for challenging roles.





ODGERS BERNDTSON

Odgers Berndtson  
1100 Connecticut Avenue, NW,  
Suite 800  
Washington, D.C. 20036