



Position Specification

Business Leaders for Michigan

President & Chief Executive Officer

June 2020



CONFIDENTIAL POSITION SPECIFICATION

Position	President & CEO
Association	Business Leaders for Michigan (BLM)
Location	Michigan
Reporting Relationship	BLM Board of Directors
Website	https://businessleadersformichigan.com/

ORGANIZATION BACKGROUND

Founded in 1970, Business Leaders for Michigan (“BLM”) is the state’s business roundtable dedicated to enhancing the vibrancy and vitality of the state and working to make Michigan a Top Ten state for jobs, personal income, and a healthy economy. BLM is composed exclusively of the chairpersons, chief executive officers, and executive leaders of Michigan’s largest companies and universities. BLM’s members drive nearly 40% of the state’s economy, provide 390,000 direct jobs in Michigan, generate over \$1 trillion in annual revenue and educate nearly half of all Michigan public university students.

BLM is focused on developing strategy, raising awareness, advocating for policy, and championing initiatives that grow the state’s economy, and positively impact the quality of life for all residents. In order to accomplish this mission, BLM has leveraged the expertise and experience of its members in the creation of Michigan’s Road to Top Ten. This comprehensive strategic plan is designed to have the most immediate, meaningful impact on the state’s ability to foster entrepreneurship, attract new businesses, and grow quality jobs in the hottest and fastest growing industries. The Road to Top Ten includes the following objectives:

- **Compete for Good Jobs:**
 - Partner with the Michigan Economic Development Corporation to establish the best business attraction program in the nation.
 - Work with the state to establish an environment that recognizes the challenges of an increasingly competitive and global economy by encouraging and supporting entrepreneurship and growth.
- **Invest in People:**
 - Invest in strategies that will ensure that every student and adult worker can enter the workforce ready to compete by having best-in-class education and training, as well as connections to career opportunities.
 - In addition to promoting education policies that ensure every child is ready to learn and advance, BLM will also focus on strategies for supporting talent attraction and workforce diversification by supporting individuals facing barriers to employment.
- **Build Strong Communities:**
 - Build connected, empowered, healthy, and diverse communities by investing in safe and reliable infrastructure that can bring people together and leverage community assets across the state.



- **Leverage Our Strengths:**
 - Michigan's proximity to the Great Lakes and Canada provide the state with opportunities to grow jobs and increase productivity. BLM will work with the state to make significant, strategic investments in innovation while leveraging the state's unique assets. BLM will also partner with state government and key regions to identify actions that will leverage key industries for further economic growth.

In order to achieve these objectives, BLM organizes activities geared toward achieving the goals outlined in this plan. In addition, BLM focuses on the cutting edge by continually researching and benchmarking new data and strategies that can help advance Michigan's growth. And finally, BLM staff and members work tirelessly to shape policies, ideas, and opportunities in an effort to improve Michigan's competitiveness and make the state more attractive for jobs, investment, and economic growth.

Covid-19 Response:

In response to impacts of COVID-19 across the state paired with nation-wide stay at home orders, BLM has taken the lead in formulating a recovery plan to help reopen the state's economy, preserve business, and help restore the livelihood and wellbeing of the residents of Michigan. The plan identifies three sets of priorities and principles and several potential strategies to illustrate how each principle could be implemented within the constraints of Michigan's financial situation.

- **Priority One: RESTART** – Reengage the Michigan economy safely and responsibly
 - Limit the chances of another shutdown or prolonged economic downturn by reengaging Michigan's economy methodically with a focus on public health and safety
 - Stabilize the business climate.
- **Priority Two: RESTRUCTURE** – Adapt to new conditions
 - Leverage federal stimulus and limited state revenues to reflect emerging needs
 - Encourage tax changes that reflect shifts in the economy
 - Facilitate the ability to work, learn, and live in more flexible ways
 - Focus limited resources in the short-term on redeploying displaced workers followed later by more intense reskilling
- **Priority Three: REIGNITE** – Facilitate economic activity and conditions for growth
Shift economic development priorities during the state's recovery to focus on retaining and growing Michigan companies and attracting their supply chains.

KEY RESPONSIBILITIES

The President & CEO will lead BLM toward achieving its key priorities to position Michigan as a Top Ten state in the U.S. S/he will be a visionary and inspiring leader who will collaborate with BLM's distinguished membership and staff to guide the organization through its next phase of development, innovation, and impact. S/he will work in partnership with the Board of Directors on advancing a strategic plan that responds to the dynamic shifts impacting Michigan's economy and ensures a vibrant future for the organization, the state, and residents of Michigan. S/he will serve as the ambassador and chief spokesperson on raising awareness, advocating policy and championing initiatives that grow the state's economy and provide outstanding quality of life for its citizens.



The President & CEO will serve as BLM's leader before myriad key stakeholders throughout Michigan, including members, other businesses in the state, workforce, government, higher education, media, peer organizations, and others. Working with the Board of Directors, the President & CEO will effectively articulate and advance BLM's strategy and priorities, providing a relevant and compelling value proposition.

Specifically, the President & CEO is responsible for the following:

- **Strategic Direction.** In conjunction with the Board of Directors, develops and executes a visionary strategic plan to focus the organization on the key priorities that are critical to positioning Michigan as a Top Ten state in the U.S. for best in class jobs, personal income, a healthy economy, and outstanding quality of life.
- **Board Relations.** Builds and maintains strong collaborative relationships with BLM's influential Board of Directors. Partners with the Board to forge consensus on priorities and establish short- and long-range focus on strategies to accelerate Michigan's economic prosperity and vibrancy. Builds trust and leads in a transparent manner to engage members in these initiatives. Leads a compelling agenda attracting the engagement of the Executive-Level Board Members.
- **Spokesperson.** Serves as the dynamic spokesperson and primary advocate for the organization before key audiences to communicate BLM's vision, strategy, and priorities. Ensures that BLM maintains high level of visibility across the state through media interviews, briefings, and meetings with key stakeholders.
- **External Relationships.** Cultivates strong relationships and partnerships with a wide range of constituencies, in both the private and public sectors, to advance BLM's priorities for Michigan.
- **Membership Engagement.** Ensures that BLM offers a robust, relevant, and differentiated value proposition to current and future members. Communicates consistently with members to ensure a high level of engagement in advancing priorities.
- **Advocacy.** Serves as an advocate for BLM to advance priorities before government, business, media, and other key external stakeholders. Advances BLM's strategic public policy agenda before government.
- **Organizational Leadership.** Engages, inspires, and motivates BLM professional staff. Effectively attracts, mentors, and retains exceptional talent to deliver on the vision of the organization. Fosters an environment of innovation, collaboration, and continuous improvement to ensure staff are empowered to help drive the mission and vision of the organization and achieve desired outcomes.
- **Operations.** Provides operational leadership of the organization's resources and ensures long-term fiscal health. Oversees the formulation and execution of a comprehensive branding and communications strategy to enhance the organization's visibility and impact on priority issues.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

BLM seeks a well-respected, inspirational leader with a passion for advancing the organization's mission and priorities. S/he will have demonstrated experience developing and implementing a visionary strategic plan in conjunction with an influential, executive-level Board of Directors. The ideal candidate will also have significant experience engaging stakeholders in business, government, and other key sectors necessary to advance its mission to position Michigan as a Top Ten state and positively impact the quality of life for all residents.



The ideal candidate will have a minimum of 15 years executive-level leadership experience with a regional, national, or global organization with demonstrated working knowledge of business, public policy, and economic development.

Specific experience and qualifications include the following:

- Demonstrated record of successfully managing and advancing complex, multi-disciplinary business and public policy issues in a manner that reflects the interests of business, government, and the broader public. Reputation for operating on a bipartisan basis.
- Demonstrated experience working with a diverse Board of Directors to develop a compelling vision and agenda for an organization.
- Outstanding relationship building skills, key to building trust with stakeholders and constituents across the state.
- Exceptional gravitas, confidence, and stellar communications skills to serve as the principal external spokesperson for BLM. The President & CEO will be a passionate advocate for the mission and vision of BLM, with an ability to build collaborative partnerships and open doors with other organizations, both inside and outside Michigan.
- Excellent interpersonal and relationship-building skills. Ability to relate well with a variety of internal and external stakeholders. Demonstrated political savvy with ability to drive influence and build consensus.
- A servant leadership style that is goal-oriented and respectful of staff members in accomplishing organizational objectives. Ability to attract and retain top caliber talent with a strong commitment to empowering and developing a high performing team to ensure cohesiveness around operational goals and objectives.
- Operates with the highest level of integrity, intellectual agility, creativity, and vision. Nimble leadership with an openness to new ideas. High energy and positive attitude toward achieving significant challenges.
- Ability to maintain extensive in-state travel schedule.

EDUCATION

Bachelor's Degree, with an Advanced Degree preferred.

COMPENSATION

A competitive compensation package will be provided to attract outstanding candidates.



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