



Chief Executive Officer

**VETTED
SOLUTIONS**
A PASSION
FOR PURPOSE

OVERVIEW

The Association for Intelligent Information Management (AIIM) is seeking a dynamic Chief Executive Officer (CEO) to lead the organization, which serves information management professionals and firms which provide their business solutions. In the digital transformation age, the information management professionals rely on AIIM for its independent research, education, and professional certification to keep current and advance their careers. Members value the AIIM community and networking opportunities, including the annual conference which attracts global non-members.

AIIM is excited to seek its next CEO who will replace a retiring executive, shape the industry and organization's future, and build on past successes. Reporting to the Board of Directors, AIIM seeks an innovative, trusted, and transparent leader with a collaborative style who can effectively lead and promote the organization, drive membership and revenue growth, as well as develop and market new member-value-based programs, products, and events. A successful candidate will thrive in an association of individual members, firms, and solution-provider firms while emphasizing relationship-building, industry and professional advancement, and thriving through dynamic change. Further, the right professional fit will be a future-focused strategic thinker, growth-oriented, a quick study who maximizes resources, especially human capital – members, sponsors, and staff.

Established in 1943, AIIM is the world's leading association dedicated to the information technology industry and its practice. Today, the mission remains relevant and meaningful as industries and businesses are experiencing a generational shift around how they manage their information and records. AIIM is a 501(c)6, tax-exempt membership organization. A 12-member Board of Directors governs AIIM. Long before the pandemic shifted work locations, AIIM's virtual staff team of 14 executed the association's work from their home offices in the U.S. and U.K. AIIM's annual budget is approximately \$3 million.

Information management continues to evolve as technology, uses and practices need to keep up with modern business. This is no truer than today's current business and technological advances. AIIM, since its inception, has been at the forefront defining and driving industry practices and supporting the professionals that serve it. Keeping ahead of and leading the conversation with a vision for the future of information management is a critical to AIIM and what our membership expects of us and our leadership. Being at the helm of AIIM is an opportunity for a forward-thinking individual who would be excited to usher in and lead the next era of intelligent information management.

KEY RESPONSIBILITIES

- **Strategic Leadership:** Provides leadership, vision, and guidance to assist the AIIM Board of Directors in strategy development to advance and grow the association and its relevance to intelligent information management.
- **Industry Ambassador and Awareness:** Serves as the industry ambassador and, through the sponsor community and other external key leadership relationships (industry-leading executives, such as Hyland, IBM, Microsoft, and OpenText), they stay on top of trends, challenges, and opportunities, to grow and support the overall community.
- **Thought Leadership:** Identifies and advances the voices of influential thinkers in the community who can serve as beacons of change and transformation.
- **Communication:** Demonstrates a passion for AIIM, its mission, and its programs, serving as the face of the organization and champion for the industry. As AIIM's spokesperson raises the organization's visibility and promulgates a positive image.
- **Diversity, Equity, and Inclusion (DEI):** Champions DEI values within the association's membership, staff, and industry.

- **Staff Leadership:** Inspires, engages, and develops the staff, including mentoring the executive team. Develops and implements staff policies, including a performance evaluation program and competitive compensation and benefits packages. Manages contracted services and assesses their performance.
- **Governance:** Partners with the Board of Directors and its Committees to establish the association's strategic goals and objectives and make policy and business practice recommendations.
- **Financial, Business, and Operational Management:** Ensures the organization's fiscal health, legal integrity, and compliance with applicable laws. Develops, implements, and is accountable for the association's annual budget and operating plan.
- **Membership:** Ensures membership growth and provides programs, research, and products that meet member needs, ensuring a solid return on member investment.
- **Conferences and Events:** Plans and executes educational content-rich meetings and events that inform, inspire, and provide valuable learning and networking opportunities for members.

EXPERIENCE AND QUALIFICATIONS

- Seven to 10 years of executive or senior-level association leadership experience, including working with a nonprofit board of directors, transformational change, and shaping strategy, direction, and execution.
- Bachelor's degree or equivalent education and experience.
- Background experience or knowledge of information management trends and practices.
- Ability to address problems and challenges, bring creativity and new solutions for continuous improvement, and move beyond current processes and practices.
- Knowledge of finance, budgeting, marketing, and small business management acumen.
- Leadership and management experience in a virtual environment with a remote staff team.
- Committed to recruiting, engaging, working with, and retaining a diverse membership and staff.
- Track record of driving/increasing an organization's membership and revenue.
- Entrepreneurial mindset and experience in creating a more significant impact with limited resources.
- Proven experience in strategic planning, setting annual goals, execution, and accountability for results.
- Strong communication skills – verbal, written, public speaking, and listening. Ability to communicate complex concepts and industry issues.
- Outreach and networking skills, including the ability to persuade, build excitement, and clearly articulate the value and strength of the organization to its various stakeholders.
- A collaborative leadership style that includes working with members and volunteers.
- The ability to grasp critical information about members, their businesses, and the industry in which they operate to anticipate trends and issues that impact the industry.
- The ability to strategically assess critical information and proactively translate strategy into action.
- A staff management style that coaches, develops, leverages, and values a team.
- Member/customer service focused and consistently exceeding expectations.

The position requires 15% travel to business meetings and industry events.

MEASURES OF SUCCESS

The specifics regarding measures of success, including metrics, will ultimately be agreed upon by the new CEO and the AIIM Board, but at the end of the executive's first year, the Board would expect the following:

- A smooth transition of leadership.
- The CEO has established strong relationships with the AIIM Board, members, and staff and communicates regularly and effectively.
- Demonstrates a solid understanding of the industry and completes an assessment of the membership model, revenues, programs, products, and meetings.
- In partnership with the Board, develops a strategic plan, vision, and objectives for the association's membership and revenue growth.
- Establishes impact goals and success metrics for communication, marketing, and outreach programs.
- Develops and tests the business case for membership and the value proposition.

WEB PRESENCE

web www.aiim.org

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

For confidential consideration, please email your resume and cover letter to:
AIIMCEOSearch@vettedolutions.com or call +1 202 544 4749.

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