



Chief Growth Officer

**VETTED
SOLUTIONS**
A PASSION
FOR PURPOSE

OPPORTUNITY

BICSI is seeking a Chief Growth Officer (CGO) who will report directly to the CEO. This individual is a growth driver and capability builder playing a leading role in creating and managing a plan to achieve sustainable, profitable growth while developing robust marketing capabilities through technology fluency, digital expertise, customer data and insights, and data analytics to help the organization thrive in the future.

The CGO serves as a trusted advisor to the CEO and senior team to deliver superior, personalized customer experiences and measurable business results, to align conflicting agendas and increase internal collaboration, and to enhance long-term performance while building long-term capabilities. This individual is BICSI's chief storyteller and accomplished brand builder acting as both architect and steward of BICSI's brands by creating and telling brand stories and engaging customers in the narrative. The CGO is also an innovation catalysts creating breakthrough offerings and advancing marketing by experimenting with new technology, media, tools, and techniques.

POSITION OVERVIEW

Business Growth

- Develop and differentiate BICSI revenue streams through affiliations, collaborations, mergers and acquisitions, and through the identification and pursuit of potential new relationships with public and private sector organizations that financially and strategically benefit the core mission of BICSI.
- Cultivate, align, and manage cross-functional team relationships, including sales and marketing.
- Ensure the generation of non-dues revenue that adds value to the mission and the customers we serve.
- Develop a long-term growth and capabilities strategy that meets BICSI's financial goals and aligns with the needs of our customers. Create new pathways to growth by optimizing limited resources, maximizing external impact, and focusing on the future.
- Establish and develop strategic relationships with other non-profit organizations including but not limited to scientific societies and foundations.
- Develop a long-term growth plan that includes organic and potential inorganic opportunities.
- Contribute to the development of the strategic plan.
- Develop and implement plans that ensure alignment of external collaboration agreements with BICSI's growth strategy.
- Advise the senior leadership team on enterprise product sales targets and strategies to achieve them.
- Determine ideal communication vehicles, collaborative sales strategies and protocols to drive membership growth.
- Create sales goals, objectives and incentive strategies that drive market growth in all BICSI products and services.
- Be the connector aligning and enabling internal capabilities around customer needs to ensure that innovation and insights inform our approach to new markets and new product development.
- Advise the CEO on incentive compensation plans that strategically drive growth.

Marketing

- Lead a highly-productive team of professionals focused on association, event and international marketing.
- Act as BICSI's brand steward and develop its strategic direction. Ensure brand consistency in message and visual identity. Ensure the use of consistent messaging and themes to reinforce the brand value and its reflection in initiatives and fundraising campaigns. Provide direction and guidance to the creative team.
- Align social media outreach strategy and plans with BICSI's branding, brand integration, online content planning, and public messaging through BICSI's various social media communities.
- Design and review the Marketing department's budget.

- Monitor all marketing campaigns and adjust when necessary.
- Prioritize marketing projects and allocate resources accordingly.
- Align with market research to understand category-specific landscapes and trends and gather the necessary data for greater sales and marketing penetration.
- Assess the competitive landscape and institute changes in response to competitors' changes.
- Lead the association's pricing strategy across all product ranges, including exhibition floor space, sponsorship packages, membership programs and professional development products and services.
- Lead the development of marketing collateral that supports BICSI's outreach.

Communications

- Build the association's market leadership position, and develop a strategic communications plan for BICSI which defines objectives, target audiences, key messaging and tactical mix.
- Lead public relations and public affairs, developing the organization's policy initiatives and building appropriate advocacy campaigns and toolkits to further the association's objectives.
- Provide leadership to develop and maintain effective and measurable communications programs that build member loyalty and attract new members.
- Develop, evaluate, and track metrics and success criteria for all communication programs and publishing activities while continually assessing their effectiveness, identify areas of need and manage results.
- Proactively nurture and develop media relationships and support external alliances to advance the ICT industry's public policy agenda and develop public speaking opportunities and media interviews.
- Make sure that the design integrity, editorial voice, message, and style of the content deployed, both online and offline, are consistent, and align with BICSI priorities as well as comply with internal and public policies.
- Collaborate with the Meeting Services team to market conference programs and develop scripts. Lead multi-media strategy and related planning around conferences and events.
- Contribute to BICSI's digital transformation across the organization and create a content development strategy.

Supervisory Responsibilities

- Overall management of six staff members organized under one direct report: Director of Marketing.
- Set current and long-term goals for internal team members.
- Ensure the team has the necessary resources and support to continue to meet/exceed goals.

MEASURES OF SUCCESS

The specific Measures of Success will be developed between the CEO and the new CGO. The goals will align with BICSI's strategic plan with goals for business growth, marketing, and communications priorities. As an example: Set multi-year revenue growth goals, ranging from Year 1 at \$1-2M to Year 3 at \$5-10M.

EXPERIENCE AND QUALIFICATIONS

- Bachelors' degree in Marketing, Sales, Business or a related field. MBA is preferred.
- 10+ years of executive level marketing branding, and business growth experience.
- Experience developing brand strategy for an organization, product or market launch.
- Experience developing and successfully executing business plans.
- Proven ability to grow revenue and market share.
- International sales/marketing experience a plus.
- Demonstrable experience designing and implementing successful marketing campaigns.

- Proven ability to position products against competitors.
- Strong leadership skills.
- Strategic mindset with ability to make difficult decisions.
- Ability to communicate, present and influence all levels of the organization, including executive and C-level.
- Strong digital and technical skills, especially with web analytics, digital marketing and sales tools, CRM databases, and other marketing, communications, and business development technologies.
- Strong analytical and project management skills.
- Proven ability to articulate the distinct aspects of products and services.
- Excellent verbal and written communications skills, including listening, negotiation, and presentation.

ABOUT BICSI

With a budget of \$14M and a staff of 59, BICSI is a professional association supporting the advancement of the information and communications technology (ICT) profession. ICT covers the spectrum of voice, data, electronic safety & security, project management and audio & video technologies. It encompasses the design, integration and installation of pathways, spaces, optical fiber- and copper-based distribution systems, wireless-based systems and infrastructure that supports the transportation of information and associated signaling between and among communications and information gathering devices.

BICSI provides information, education and knowledge assessment for individuals and companies in the ICT industry. BICSI serves more than 20,000 ICT professionals, including designers, installers and technicians. These individuals provide the fundamental infrastructure for telecommunications, audio/video, life safety and automation systems. Through courses, conferences, publications and professional registration programs, BICSI staff and volunteers assist ICT professionals in delivering critical products and services and offer opportunities for continual improvement and enhanced professional stature.

Headquartered in Tampa, Florida, USA, BICSI membership spans nearly 100 countries.

BICSI MISSION

Advancing the information and communications technology (ICT) profession.

BICSI VISION

BICSI will be the preeminent ICT resource for the Connected World.

WEB PRESENCE

www.bicsi.org

ABOUT VETTED SOLUTIONS

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:
BICSICGOsearch@vettedolutions.com or call +1 202 544 4749.

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