



Funded by the Beef Checkoff.

JOB DESCRIPTION & CANDIDATE PROFILE
FOR THE POSITION OF:

CHIEF EXECUTIVE OFFICER

Job Position Title	Chief Executive Officer
<p>Organization</p> <p>Overview of Organization</p>	<p>Cattlemen’s Beef Promotion & Research Board</p> <p>The Cattlemen's Beef Promotion and Research Board (referred to as the “Cattlemen's Beef Board” or “CBB”), is a beef producer and importer-funded national checkoff organization that was established as part of the 1985 Farm Bill. CBB currently consists of 100 board members, representing domestic beef, dairy, and veal producers and importers of beef and beef products, as well as an office staff of nine employees, who conduct the day-to-day operations of the Board.</p> <p>CBB’s primary function is to oversee and administrate the national beef checkoff program through the management of programs that are carried out by various contractors. As part of the administration of the beef checkoff program, CBB oversees the collection of a mandatory assessment fee on the sale of live domestic and imported cattle and imported beef and beef products through a coordinated effort with qualified state beef councils.</p> <p>The Beef Board is responsible for approving the annual budget for its national checkoff-funded programs and contracting with established national, nonprofit, industry-governed organizations to implement programs of promotion, research, consumer information, industry information, foreign marketing and producer communications. The Beef Board’s 12-member Executive Committee conducts the month-to-month activities between meetings of the full Board and oversees the administration of the Beef Promotion and Research Act under the direction and within the guidelines established by Board members. The Beef Promotion Operating Committee consists of 20 members, and is responsible for approving marketing and research projects and funding to carry out these programs. Ten members of the Operating Committee are elected by the Beef Board, and ten represent the qualified state beef councils.</p>
<p>Reports To</p> <p>Direct Reports/Supervises</p> <p>Exemption Status</p>	<p>Executive Committee and CBB</p> <p>Chief Financial Officer, Communications Manager, Operations Manager, Planning Manager, and Evaluation Manager</p> <p>Exempt</p>
Job Summary	<p>A strategic leadership position responsible for driving, directing, and managing all aspects of the organizational affairs of CBB with responsibility to both the Beef Checkoff Program and the beef industry. Lead and manage CBB strategy and operations. Work collaboratively and transparently with the Board to ensure the delivery of short-term objectives and the long-term vision. Oversees organizational strategy, industry trends and opportunities, board relations, administration, operations, financial and legal matters, and communications. Manages relationship between Board and USDA.</p>
Core Competencies	<p>A gifted communicator, energetic self-starter and motivational/inspirational leader with an exceptional ability to articulate a clear vision for a diverse organization, build consensus, collaborate and drive toward a common vision. Strong ability to organize, prioritize, assess, encourage and mentor teams to achieve excellent outcomes that meet or exceed short-term accountability goals while maintaining a strategic eye for long-term progression.</p>
Education, Certifications, Experience	<ul style="list-style-type: none"> • Bachelor’s Degree required. • Graduate degree such as a MBA or advanced managerial training preferred. • Preference for 10+ years’ progressive management, operations, and administrative leadership experience.

	<ul style="list-style-type: none"> • Leadership experience with a non-profit, government, or NGO desirable. • Expert understanding of beef industry strongly preferred, knowledge of beef checkoff or other commodity checkoff programs preferred. • Solid understanding and/or experience working within a regulated organization.
Business Skills	<ul style="list-style-type: none"> • Leadership, able to develop, execute, and focus team on goals/objectives. • Exemplary strategic, analytical, critical thinking, decision making, and problem-solving skills. • Exceptional communication and consensus-building skills. • Systematic thinker and a strong commitment to continual improvement. • Business savvy professional with expertise in management, finance, operations and administration. • Consistently display integrity, develop people and build teams while dealing with demanding, challenging, and sensitive situations. • Demonstrate outstanding leadership acumen and grace under pressure to manage expectations of multiple audiences and frequent change. • Motivate, influence, and enable others towards action and quality production.
Attributes	<ul style="list-style-type: none"> • Challenging position requiring level-headed composure; ability to manage details, complex concepts and problems, balance multiple tasks simultaneously and make rapid yet well-analyzed decisions regarding administrative and project issues. • Ability to travel up to 60% of time.
<i>PROFESSIONAL SKILLS</i>	
Strategy and Leadership	<ul style="list-style-type: none"> • Participate with officers, executive committee and Board in defining CBB's short- and long-term goals in alignment with CBB's values, mission and goals. • Communicate strategic vision and guidance to CBB's volunteer leadership with regards to CBB's role within the Beef Checkoff Program and beef industry. • Provide motivation, support and necessary resources for the volunteer leaders to administrate CBB operations effectively. • Serve as staff administrator for CBB's Executive Committee and the Beef Promotion Operating Committee. • Strategize and direct CBB's communication with its various constituencies. • Administrate CBBs contracts, agreements and vendor relationships. • Monitor and manage legal and regulatory compliance and filings.
Communication & Community Relations	<ul style="list-style-type: none"> • Exhibit excellent internal/external relationship-building skills to establish, build and maintain strong, positive relationships with CBB stakeholders including: <ul style="list-style-type: none"> ○ The Officers, Executive Committee & Board ○ The Federation of State Beef Councils and its members of qualified state beef councils ○ Beef Checkoff contractors ○ United States Department of Agriculture ○ Beef Industry Trade Associations and other agricultural and industry investors and stakeholders • Communicate openly and transparently about operations with the Officers, Executive Committee & Board. • Represent the Cattlemen's Beef Board in an exemplary way at all times, to all constituencies. • Serve as chief spokesperson for CBB, assuring proper representation of CBB to the stakeholders and community through small and large group presentations. • Demonstrate outstanding public speaking, teambuilding, motivation, and encouragement skills in support of, and trust in, the Beef Checkoff Program.

Operations and Administration	<ul style="list-style-type: none"> • Create a strong organizational culture that values openness, respect, and fair treatment and results in positive employee and volunteer morale. • Lead and manage all aspects of meeting CBB’s responsibilities to the Beef Promotion & Research Act and Order, including ensuring proper collection, compliance, audit and evaluation. • In concert with CBB’s CFO, direct, develop and manage CBB’s annual operating budget. • Supervise the administration of CBB’s employee compensation programs including salary, wage and benefits. • Direct the hiring, training, motivation and supervision of staff.
<i>BEHAVIORAL SKILLS</i>	
Communication	<ul style="list-style-type: none"> • Clear, informative, and influential communicator (verbal and written). Ability to communicate effectively with internal/external stakeholders. Emphasis on listening well, conveying the “right message”, ensuring a positive & friendly environment with a “can do” attitude.
Pressure Player	<ul style="list-style-type: none"> • Ability to manage challenges appropriately and accomplish agenda quickly and accurately.
Strategic	<ul style="list-style-type: none"> • Design and plan actions to achieve overall aims and interests for a clear tactical advantage.
Results Focused	<ul style="list-style-type: none"> • Driven toward attaining organizational goals and objectives.
Personable	<ul style="list-style-type: none"> • Establish, build, and cultivate lasting business relationships with stakeholders and investors.
<i>OTHER</i>	
Location	The position is located in Denver, Colorado.
Disclosure	The Cattlemen’s Beef Board does not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age or disability. CBB fully complies with any and all applicable U.S. Federal, State and local equal employment opportunity laws, ordinances, and regulations, including, but not limited to, Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act 1967; and the Equal Pay Act of 1963.
How to Apply	The firm of McLeod Watkinson & Miller will be managing this search. To express your interest in this role, please contact CEOCandidate@mwmlaw.com . All inquiries and discussions will be considered strictly confidential.