



## POSITION SPECIFICATION

## PRESIDENT AND CHIEF EXECUTIVE OFFICER SAN RAFAEL, CALIFORNIA (PREFERRED)

### OUR CLIENT

The [National Alopecia Areata Foundation \(NAAF\)](#), is a highly-respected, national nonprofit serving the community of people affected by an autoimmune skin disease called alopecia areata that results in patchy to total body hair loss in both children and adults and is commonly associated with emotional and psychological distress. Alopecia areata poses a lifetime risk to 2.1 percent of the population. Founded in 1981, NAAF is a 501(c)(3) nonprofit organization headquartered in San Rafael, California.

NAAF serves its community in three primary program areas: support, awareness and advocacy, and research. Highlights from each program area are presented in NAAF's award-winning [Annual Reports](#), Newsletters, and the [NAAF website](#).

After years of research and successes with moderate treatments, the scientific and pharmaceutical community believes they are less than five years away from groundbreaking therapies as well as a potential cure for some aspects of alopecia areata. Consequently, NAAF has reached a monumental pivot point and the Board of Directors strongly believes the organization is poised to transition from its current US-centric organization to the global, "go to" organization for all things related to alopecia areata. It is an exciting and pivotal time for the organization.

In the 40-year history of NAAF, the organization has enjoyed stability with primarily two President/Chief Executive Officers. This consistent and compassionate leadership has facilitated development of deep, long-term relationships with the community of people impacted by alopecia areata—including family, friends, medical professionals, research scientists, biopharmaceutical developers and government representatives.

NAAF is governed by a committed and impressive Board that includes highly-respected legal, business, medical and scientific professionals as well as informed, proactive community members, with additional advice from the Basic Research Advisory Council (BRAC) and the Clinical Research Advisory Council (CRAC). NAAF consistently meets or exceeds the rigorous standards of excellence for good governance and transparency set forth by the National Health Council and the Better Business Bureau Wise Giving Alliance.

NAAF is informed by a Mission, Vision and Core Values that guide how its constituencies work together:

**Mission** – NAAF supports research to find a cure or acceptable treatment for alopecia areata, supports those with the disease, and educates the public about alopecia areata.

**Vision** – An empowered community with a choice to embrace or live free of alopecia areata.

**Values** – Helping the alopecia areata community lead their lives with GRACE:

**G**rowth – **R**esilience – **A**dvocacy – **C**ompassion – **E**mpowerment.

## THE POSITION

### **PRESIDENT AND CHIEF EXECUTIVE OFFICER**

*San Rafael, California (preferred)*

The President and Chief Executive Officer (CEO) will provide visionary and innovative leadership to advance the mission and vision of NAAF as it continues to evolve from its patient support roots to the leading organization on alopecia areata. They will be responsible for the success of NAAF. Working in partnership with the Board, this executive will develop and implement a five-year strategic plan with annual progress reviews. The CEO will serve as the chief spokesperson for NAAF and as strategic liaison with outside stakeholders. The President and Chief Executive Officer will report to the Board and work collaboratively with the Chief Financial Officer, who is a Board member and various Board Committees. They will lead a team of 10 currently and grow the team as organizational needs evolve.

The President and Chief Executive Officer will:

- Assess NAAF operations, staffing and programs with the goal of developing a strategy to transform NAAF into the global, “go-to” organization for all things related to alopecia areata.
- Nurture existing and forge new working relationships within the healthcare and pharmaceutical communities and national governmental agencies, the broader NAAF community, staff, key donors, the Board and its committees.
- Develop compelling strategies to expand NAAF’s reach and engender greater awareness and operational and financial support; assist the staff in development of grant applications that clearly communicate NAAF’s strategic vision and action plans.
- Ensure NAAF’s financial stability by managing and overseeing the annual budget, financial reporting, financial systems, investments, expenditures and the annual audit process. Work with the Chief Financial Officer to provide regular reports to NAAF’s Finance Committee and the Board.
- In conjunction with the Chief Development Strategist (CDS) and Fund Development Committee establish a fundraising strategy that includes the development of new and innovative revenue streams.
- Work with the Research Director, NAAF Basic Research Advisory Council (BRAC) and Clinical Research Advisory Council (CRAC), industry partners, and pharmaceutical companies to establish a R&D strategy that ensures safe, affordable, and accessible treatments are available in the near future.
- Provide strategic direction on awareness, advocacy, and research programs, including Youth Mentor Program, Legislative Liaisons, Health and Research Ambassadors, and Support Group Leaders.
- Direct internal and external policy and program development and guide

NAAF operations through a team of dedicated professionals.

- In conjunction with the Chief Administrative Officer (CAO), prepare all materials for the Board, Finance Committee, Research Advisory Council meetings, and Research Summit, with support and assistance from other staff as needed and required.
- Provide strategic direction, planning and oversight of the annual NAAF Conference, including coordination of key presenters and sponsors and other related matters along with the CAO and CDS.
- Recruit, manage and mentor the staff, providing professional development opportunities, and evaluating their progress towards achieving their goals; recruit volunteers, thought leaders, speakers, and advocates to support activities.
- Perform other responsibilities as may be delegated by the Board and its committees.

## QUALIFICATIONS

- A minimum of 15 years of leadership experience in positions of increasing responsibility with demonstrable growth or impact with a not-for-profit or mission-driven organization, preferably in the healthcare space;
- CEO or “ready now CEO” of similar-sized or larger nonprofit organization or business with a proven track record of effectively leading an organization through change;
- Demonstrated success creating and implementing successful fundraising strategies, taking ownership of select individual solicitations, grants, sponsorships, and contracts;
- Working knowledge of the U.S. healthcare industry, pharmaceutical research/development, and marketing/pricing, and corporate partnerships both with for profit and not-for-profit organizations;
- An understanding of the healthcare regulatory landscape including state and federal government programs, agency missions, national policy making processes, and key players;
- Experience collaborating on strategic and program objectives with researchers, physicians, and professionals with technical expertise;
- A history of successfully interfacing with a diverse and engaged board of directors;
- Strong track record hiring, leading, motivating and engaging a team of committed professionals;
- Excellent presentation skills to effectively lead and facilitate internal and external meetings;
- Outstanding written and verbal communication skills that can be tailored to small or large diverse groups;

- An undergraduate degree is required; an advanced degree such as an MBA, MS or related graduate degree is preferred.

## LEADERSHIP AND MANAGEMENT COMPETENCIES

- A hands-on, goal-oriented manager with demonstrated success leading, recruiting and developing high-performing teams, including a volunteer workforce;
- Dynamic and entrepreneurial with the ability to inspire enthusiasm, trust, and commitment from staff, various stakeholders, and a board of directors;
- Outstanding influencing, negotiating, and problem-solving expertise;
- A collaborative consensus-builder open to thoughtful counsel and advice from board members, other volunteers, and staff, and who is pragmatic and flexible enough to change their mind when reason calls for change;
- Solid business judgment and the ability to thoughtfully consider all available information, draw sound conclusions, and to make calculated recommendations and decisions.

## PERSONAL CHARACTERISTICS

- Unwavering integrity coupled with the highest level of personal and professional ethics;
- A good sense of humor;
- Genuine compassion and concern for the physical and mental health of those living with alopecia areata, as well as the family and friends who support them.

## CONTACT

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