

Position and Candidate Specification



Chief Executive Officer

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The Consumer Brands Association (CBA) is the leading consumer packaged goods (CPG) industry trade association that champions the makers of the products consumers choose and the brands they trust, every day. The association proudly represents 63 core member companies, from food and beverage to household and personal care manufacturers. The CPG industry is the largest manufacturing employer in the United States with a major footprint on the economy, supporting 22.3 million American jobs and contributing \$2.5 trillion to U.S. GDP.

CBA Priorities

CBA is committed to expanding value and delivering growth to its members through strong and effective advocacy and membership engagement and experiences. Today, CBA's priorities include:

Sustainability

The CPG industry plays a crucial role in creating a more sustainable future through packaging innovation and increasing recyclability. At the state and federal levels, CBA advocates against harmful packaging restrictions and costly proposals and for policies that support the industry's sustainability goals.

Market Access

The CPG industry is dedicated to ensuring consumers have the essential products they want and the brands they trust every day. CBA is committed to removing policy and regulatory barriers and threats that attempt to restrict the industry's market access and freedom to operate and consumers' ability to choose their products. This includes CBA's work on issues such as front of package nutrition labeling and chemicals management.

Regulation & Agency Modernization

Patchwork state regulations hurt consumers, undermine public health and cost the U.S. economy billions of dollars each year. CBA advocates for a modernized regulatory system that moves at the speed of the consumer.

Supply Chain

The supply chain responsible for delivering CPG products to every American home is incredibly complex, made up of thousands of processes and decisions that are invisible to consumers but essential to getting them the things they rely on every day. CBA advocates on behalf of the industry for policies that promote a more resilient supply chain.

Membership

With 63 core members currently, CBA is focused on retention and growth of its membership. Recently adding nine members and with a robust pipeline of prospective members, CBA has great momentum toward growing and strengthening its representation of the CPG industry.

CBA Programs and Initiatives

- **Early Warning System:** Consumer Brands conducts comprehensive, 360-degree policy risk assessment to provide member companies with actionable intelligence on emerging legislative, regulatory, legal and reputational threats. The inputs into the Early Warning System include a rigorous analysis of 250+ ingredients, additives and chemicals; Consumer Brands' proprietary insights; AI-supported academic research and litigation scanning; and global monitoring of key non-governmental and multinational organizations.
- **Public Affairs Campaigns & Special Projects:** Consumer Brands facilitates the development and execution of strategic advocacy campaigns aimed at addressing the CPG industry's biggest, most-pressing issues. These comprehensive, whole-of-industry efforts require significant CEO fundraising support, coalition building, impactful messaging and unifying vision.
- **SmartLabel®:** CBA, its member companies, and retailers created SmartLabel®, a digital disclosure tool, to give consumers access to detailed information for thousands of food, beverage, personal care, household and pet care products.
- **Facts Up Front:** Facts Up Front, a program led by CBA and the Food Marketing Institute, is a simple and easy-to-use labeling system that displays key nutrition information on the front of food and beverage packages.
- **Consumer Brands PAC:** The Consumer Brands PAC provides the opportunity to advocate for the work of millions, champion the interests of consumers and shape the future of consumer packaged goods.

Events, Education and Research

CBA hosts a diverse slate of conferences, workshops, and educational webinars that offer unparalleled access to renowned experts, hard-hitting content and powerful insights designed to strengthen the consumer packaged goods industry at every level. The CBA team also delivers regular reports to its membership on industry data trends, market outlooks, policy priorities, and beyond.

About the CBA Board of Directors

CBA's Board of Directors is comprised of 54 of the industry's leading CEOs, who volunteer their time to unite the CPG industry around a focused, proactive agenda. CBA's full list of Board members can be found here: <https://consumerbrandsassociation.org/about-us/board-of-directors/>.

KEY CONSUMER BRANDS ASSOCIATION FACTS

The Consumer Brands Association is headquartered in Arlington, VA, with a \$22 million operating budget (plus money raised for public affairs campaigns and special projects) and 42 full-time staff. For more information, please visit <https://consumerbrandsassociation.org/>.

The CEO of the Consumer Brands Association drives engagement with member company CEOs and works with the CBA Board of Directors to craft the organization's vision and build and execute the strategic plan. The CEO is responsible for the leadership, direction, and overall management of the association and its resources, including the recruitment, retention, and motivation of a high-performing team.

The CEO is also the primary spokesperson for the industry and a frequent speaker and commentator in multiple public settings. This leader articulates and enhances CBA's value proposition to current and prospective members, sustaining the current member base and attracting new members to join. The President and CEO positions CBA as a leader among CPG trade associations and represents U.S.-based interests to the global organizations like the Consumer Goods Forum. This leader is ultimately responsible for coordinating the work between CBA staff, the Washington offices of member companies, and affiliated organizations to ensure maximum impact on behalf of the CBA membership.

KEY RELATIONSHIPS

Reports to [CBA Board of Directors](#), working closely with the Executive Committee

Direct reports Chief Operating Officer and General Counsel
Executive Vice President, Public Affairs
Executive Vice President, Industry Engagement

Other key relationships Current and prospective member company CEOs
Other related associations and NGOs
Relevant policymakers and regulators
Consumers
Retailers

DESIRED OUTCOMES

- CBA is aligned around an agenda that unites the industry.
- Increased influence on the issues that matter most to the membership; CBA serves as a clear and compelling voice for the industry in DC.
- Diversified revenue sources that insulate CBA from risk and ensure long-term financial sustainability; a sustainable budget that allows for a more ambitious agenda.
- Continued high level of engagement among the industry's leading CEOs.
- Membership retention and growth.
- Strong culture and staff dynamics; a motivated team with clear roles and objectives.
- Enhanced relationships between CBA and stakeholders within member companies (e.g., regulatory, legal, public policy).
- A clear and well-defined strategic plan against which CBA consistently delivers.

The next President and CEO of the Consumer Brands Association will be a visionary leader and organizational builder who can ensure CBA's long-term financial sustainability while creating an agenda that unites the industry to drive maximum impact. This leader will have the stature, presence, mental agility, and issue breadth and depth to work effectively with CBA's CEO-led board and elevate dialogue to the appropriate strategic level. CBA's next CEO will be comfortable with ambiguity, and especially skilled at building alignment among disparate views.

IDEAL EXPERIENCE

Significant senior leadership experience

Has held direct accountability for driving results (policy and financial) in an organization of comparable scale, scope, and complexity

Stakeholder management experience

A track record of galvanizing diverse groups of high-level stakeholders with often disparate views and interests around an agenda

Experience shifting public perception of an issue set

An understanding of and ability to leverage public relations to shift the public's perception of an issue or cause

Legislative and regulatory policy experience

Credibility and influence in Washington, DC

Food, beverage, and consumer products industry experience

An understanding of and credibility on the issues facing current and prospective CBA members is helpful; at minimum, a proven ability to come up to speed quickly on a new industry and issue set

CRITICAL LEADERSHIP CAPABILITIES

Acting Strategically

- Works with the CBA leadership and the broader membership to refine the organization's long-term vision and strategic plan; unifies the stakeholders around this plan, translates it into a clear direction for the team, and drives its successful execution.
- Anticipates future challenges and opportunities, proactively considers the implications of shifting policy dynamics and marketplace realities for the membership and adjusts CBA's direction accordingly.
- Advances the industry's interests in a manner that ultimately increases the industry's credibility with consumers.
- Drives results on behalf of the industry, creating a scorecard and impact outcomes that demonstrate the value CBA provides to the membership; as part of this measurement, ensures ongoing financial stability, revenue diversification, membership recruitment and engagement that will set CBA up for a sustainable future.

Collaborating and Influencing

- Works with (and when appropriate, leads) related industry associations, member offices in Washington, and other stakeholders, building alignment around the industry's agenda and the strategy to execute it.
- Effectively and credibly tells the industry's story to legislators, regulators and consumers, enhancing trust and confidence in the industry.
- Advocates in a bipartisan fashion, using relationships and the best available data to navigate the regulatory and legislative environment on behalf of member interests.

Leading People

- Identifies, recruits, retains and aligns high caliber talent to CBA's current and future needs.
- Engages and empowers a high-performing team to execute against the organization's vision and strategic objectives.
- Reinforces a culture of open communication, transparency and member service among the team members.
- Establishes clear performance objectives and holds people accountable for them.
- Creates development opportunities for the team, providing autonomy and independence for individuals while serving as a sounding board, resource, and coach.
- Leads the Board of Directors, effectively structuring and guiding discussions that drive consensus and provide direction for the team.

APPLICATIONS AND NOMINATIONS

If you wish to submit application materials or nominate someone to serve as the next CEO of the Consumer Brands Association, please email: CBACEO@SpencerStuart.com.