



# **Hospitality**

## **MINNESOTA**

# **President & CEO**

# **Executive Search**

## **POSITION PROFILE**

On behalf of our client, Hospitality Minnesota, CohenTaylor Executive Search Services is conducting a retained executive search for its next President & CEO.

**Hospitality Minnesota, the non-profit trade association and essential business partner for Minnesota’s restaurant, lodging, resort, and campground sectors, seeks a President & CEO to provide both innovative leadership and hands-on management to the organization. In collaboration with a talented staff and dedicated board members, the President & CEO promotes the missions of both Hospitality Minnesota and the Hospitality Minnesota Education Foundation with key stakeholders across Minnesota.**

## Hospitality Minnesota

Hospitality Minnesota was originally formed in 1956 as the administrator to three independent associations. In April 2020, after a year of deliberation, the three separate associations, the Minnesota Lodging Association, Minnesota Resort and Campground Association, and Minnesota Restaurant Association, merged to become one 501(c)6 nonprofit association of hospitality businesses, across all sectors, that come together to advance the health and interests of the hospitality industry in Minnesota.

The timing of this joining together occurred “just in the nick of time” as Minnesota’s hospitality industry was delivered a powerful blow when the coronavirus pandemic forced the closure of businesses just two weeks earlier. Working under one umbrella, with a single Board of Directors, yielded swift and effective support for what would become a prolonged and challenging time for all Minnesota hospitality businesses. Having centralized leadership allowed Hospitality Minnesota to provide a coordinated and consistent response to help its members successfully navigate through this devastating economic crisis.

Going forward, Hospitality Minnesota is committed to continuing its strength in advocacy and public policy; providing relevant information and resources to help its members run their businesses; and building the industry of the future through the Hospitality Minnesota Education Foundation.

### VISION

Uniting Minnesota’s hospitality industry to lead and shape the future.

### MISSION

Driving the growth and success of Minnesota’s hospitality businesses through knowledge-sharing, advocacy, and workforce support and development.

### VALUE PROPOSITION

Helping our members solve the problems of today while providing the vision for tomorrow to achieve financial and operational success.



## Hospitality Minnesota Education Foundation

Founded in 2006 as a 501(c)3 charitable purpose organization, the Hospitality Minnesota Education Foundation (HMEF) addresses the crucial need to build a steady and robust workforce pipeline by preparing the next generation of hospitality industry leaders. HMEF is managed by Hospitality Minnesota staff and led by a separate Board of Directors.

Working with educators and hospitality industry professionals, the core focus of the HMEF is the use of two nationally-recognized curricula – ProStart and the Hospitality and Tourism Management Program (HTMP) – in over 100 Minnesota high schools. Through classroom study and hands-on experience, students learn the foundations of culinary arts and hospitality management.

Through its robust scholarship program, HMEF builds the bridge from experiential learning to careers in restaurants, hotels, resorts, campgrounds, and other hospitality and tourism settings. Each year, more than 30 scholarships are awarded to students pursuing post-secondary degrees in hospitality and tourism management. To date, 330 students have received more than \$800,000 in financial support.



## The President & CEO Opportunity

The next President & CEO of Hospitality Minnesota will assume leadership of the association at an exciting moment in time. As the hospitality industry re-emerges from the coronavirus pandemic, the President & CEO will have the opportunity to guide Hospitality Minnesota's efforts to expand and strengthen its membership value proposition and reignite in-person industry events and networking.

In collaboration with a talented staff and dedicated Board members, the President & CEO will be responsible for driving growth in membership, increasing and diversifying revenue streams, and expanding member and legislative engagement.

As the primary external spokesperson for Hospitality Minnesota, the President & CEO will be the face and voice of the association, as well as a key representative on behalf of the hospitality industry. This position builds critical external relationships with current and prospective members, local and federal legislators, media, and other external stakeholders.

The next leader will also need to be able to roll up their sleeves as they direct a small but mighty team of professionals. The President & CEO will enter a workplace culture described by staff as collaborative, collegial, positive, and supportive.

### REPORTING RELATIONSHIPS

The President & CEO reports to the Hospitality Minnesota Board of Directors and currently oversees a staff team of 6 professionals.



## Key Accountabilities

The President & CEO will have primary responsibility for the following key accountabilities:

### OPERATIONS & HUMAN RESOURCES

- Develop and foster a team-oriented, high-performing, accountable culture consistent with organization values that reflect the diverse and ever-changing hospitality and tourism industry.
- Oversee performance management for all aspects of the organization and ensure serving the members is always at the core of association work.
- Be responsible for the hiring and retention of competent, qualified staff and vendor partners.
- Ensure finance, reporting, membership, and management information systems are effectively managed for data intelligence and operational efficiency.

### MEMBERSHIP DEVELOPMENT & ENGAGEMENT

- Initiate, build and continuously strengthen member relationships with the association ensuring attentiveness to member wants and needs; engage members throughout the state in ways that strengthen the association and bring value.
- Define clear objectives and metrics for meeting and exceeding annual membership revenue and member engagement goals in alignment with annual budget and program development process.
- Lead recruitment, on-boarding, and retention strategies in partnership with membership team that drive member engagement and fulfillment of the association value proposition.

### RESOURCE DEVELOPMENT

- Identify donor prospects and collaborate with the HMEF board Resource Development Committee to set fundraising goals; cultivate donor relationships and solicit annual donations.
- Be responsible for writing grant requests, developing restricted fund and unrestricted fund donor agreements and overseeing donor benefits fulfillment.
- Lead and support fundraising activities including grants, events, online giving, or other donor relation activities.

### BOARD DEVELOPMENT

- Provide goal-setting strategy and leadership to both the Hospitality Minnesota and Hospitality Minnesota Education Foundation Board of Directors.
- Develop and implement short-term and longer-term strategic initiatives, as well as fundraising and operational goals for the organization and report progress to the Board of Directors.
- Oversee timely and accurate financial reporting for the Board of Directors and Executive and Finance committees to ensure fiduciary responsibility is met and appropriately maintained.

### FINANCIAL MANAGEMENT

- Lead the annual budget development process in collaboration with the HM Senior Leadership team, Executive and Finance Committees of the Board.

- Be responsible for fiscal integrity and management to operate within the approved budget and ensure efficient resource utilization, working to achieve a positive financial position for the organization.
- Oversee the organization's cash flow, bank balances, payroll, 401k/tax filings, audit and investment account policy and management, ensuring compliance with all regulatory requirements.

#### GOVERNMENT RELATIONS & ADVOCACY

- Develop annual legislative agenda in partnership with the Director of Government Relations, Advocacy Work Group, board of directors and legislative consultants, and oversee implementation on national, state and local levels.
- Represent association and foundation at key legislative hearings to support the hospitality industry and member interests.
- Serve as thought leader for knowledge sharing on economic conditions survey results/reporting and overnight accommodations occupancy reports.
- Serve as Treasurer of the Hospitality Political Action Committee (HOPAC) and lead strategy to support local and national PAC interests that can influence outcomes impacting the industry.

#### KEY STAKEHOLDER DEVELOPMENT & MANAGEMENT

- Build and maintain strong relationships with national industry partners such as the American Hotel & Lodging Association, National Restaurant Association, Asian American Hotel Owners Association, and National Association of RV Parks and Campgrounds.
- Develop strong partnerships with state-based and municipal organizations including Explore Minnesota Tourism, statewide Chambers of Commerce and Convention & Visitors Bureaus, and local organizations such as Visit Duluth and Meet Minneapolis.
- Represent the organization and industry, serving as a speaker at business meetings/events.

#### PROGRAM DEVELOPMENT

- Oversee development of the annual program/event plan with content that is timely, relevant, provides value and demonstrates ROI for association members.
- Secure program/event sponsorship support from Allied members and develop robust Strategic Partner revenue program.

#### MARKETING, COMMUNICATIONS & MEDIA RELATIONS

- Collaborate with staff to develop the marketing and communications strategy that supports member engagement, Hospitality Minnesota/HMEF brand identity and thought leader position.
- Serve as the main spokesperson and position Hospitality Minnesota as a thought leader through media interviews and public speaking engagements.

## The Ideal Candidate

With a passion for the hospitality industry and a true service orientation, the ideal President & CEO candidate is one who can provide both innovative, forward-looking strategic leadership while maintaining strong team and operational management. Compelling candidates will have 7-10+ years of leadership experience in a trade association, membership organization, hospitality industry, or similar setting.

While no one candidate will bring all of the criteria below, the ideal candidate is a leader who possesses many of the following professional and personal abilities, attributes, and experiences:

- **Proven;** ideally with direct and/or aligned industry experience (specifically in trade association management or hospitality).
- **Bold, innovative, and strategic;** a leader who can formulate a compelling and creative strategy for an evolving and diverse industry.
- **A versatile relationship builder;** experience in building value-added, cross-sector partnerships within business, government, and other trade associations.
- **Growth-minded with innovation in resource development;** a leader with demonstrated success in the growth and development of innovative programs and identifying and establishing new sources of revenue to create long-term financial sustainability.
- **A player and coach;** to continue to motivate and engage a small but mighty and dedicated team, while rolling up their sleeves to contribute to the work.
- **Financially savvy;** to set clear priorities, delegate and guide the Association's investment in people, and understand financial and operating systems to drive greater organizational efficiency and industry impact.
- **Results and outcomes focused;** a leader with experience using data to inform decision making that will drive meaningful results and impact for member return on investment.
- **Brand savvy;** a leader with proven strengths in enhancing brand value through relevant and timely communication and marketing strategies.
- **External presence;** a leader with passion for the industry and a service mindset to serve as the public face and voice of Hospitality Minnesota.
- **Aggressively ambitious;** a leader unafraid of changing the dynamics and taking risks to drive greater reach, impact, and outcomes across the hospitality industry.
- **Proactive and innately curious;** to challenge the status quo and explore new ways of doing things to best meet members' needs.
- **Politically astute;** ideally with knowledge around policy, advocacy strategies and campaigns that will positively impact member businesses.

## COMPENSATION & BENEFITS

The expected salary for this role is in the \$130,000 – 150,000 range, commensurate with experience and qualifications. Hospitality Minnesota offers its staff a comprehensive employee benefits plan inclusive of paid vacation, sick leave, and annual holidays; medical, AD&D and life insurance; and a 401k retirement plan with employer match.

## LOCATION & TRAVEL

The President & CEO position is based out of Hospitality Minnesota's office in Minneapolis, MN. Currently, all Hospitality Minnesota staff work in a hybrid environment with flexibility to work from the office or remotely. Occasional travel throughout the state and the ability to attend events during and outside of business hours is required for the President & CEO position.

**For more information, or to submit your resume expressing  
interest in the position, please email**

**[hospitalitymn@cohentaylor.com](mailto:hospitalitymn@cohentaylor.com)**

**All inquiries will remain confidential.**

Hospitality Minnesota is an equal opportunity employer and proudly values diversity. We encourage candidates of all backgrounds to apply.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities: The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.