



President & CEO Executive Search

POSITION PROFILE

On behalf of our client, Greater Mankato Growth, Inc., CohenTaylor Executive Search Services is conducting a retained executive search for its next President and Chief Executive Officer.

Overview

Greater Mankato Growth, Inc. (GMG) is a family of four business units:

- **Greater Mankato Growth**, the regional chamber of commerce and economic development organization serving the regional marketplace;
- **Visit Mankato**, the local destination management organization;
- **City Center Partnership**, a downtown development organization; and
- **GreenSeam**, which utilizes agriculture to build on the region's extensive agribusiness assets to develop the agricultural economy.

GMG is foundational to building a strong local economy in the Greater Mankato region, a vibrant and dynamic regional marketplace. GMG's purpose is to innovatively develop, strengthen, and promote this business community. Its services include economic development, advocacy and action, networking opportunities, community connections, serving as a conduit to resources and information, and advancing annual high-profile events and programs.

Currently, GMG has more than 900 members across the Greater Mankato region, approximately 20 employees, and hundreds of volunteers.



MISSION

Greater Mankato Growth, Inc. exists to support and promote the economic growth and vitality of our members and the regional marketplace.

VALUES

Our members' needs are best met by growing the regional marketplace. We accomplish this by being:

- **Catalysts:** Initiating action for economic growth beneficial to our members and congruent with our regional desire and culture.
- **Stewards:** Using our resources efficiently and effectively and wisely leveraging our strengths.
- **Collaborative and Inclusive:** Cultivating and sustaining relationships while encouraging the mobilization of our marketplace assets to enhance growth.
- **Approachable:** Being visible and accessible; creating a friendly, vibrant, and respectful environment.
- **Innovative:** Embracing change and promoting progressive solutions.
- **Ethical:** Communicating openly and honestly; taking responsibility for our actions in all our business practices.

Overview (continued)

Strategic Imperatives

GMG exists to intentionally develop the regional center by promoting, supporting, and serving as a catalyst for economic development through business growth and development; talent growth, retention, and attraction; regional livability; and advocacy of the marketplace.

Programs

Greater Mankato Young Professionals

The Greater Mankato Young Professionals (YPs) program provides opportunities to make new connections and familiarize its members with the amenities available in Greater Mankato. The YPs are a vibrant group of 21- to 40-year-olds who love living and working in our community and who connect through engaging socials and professional development sessions.

Greater Mankato Leadership Institute

For over 40 years, the Greater Mankato Leadership Institute has been the premier comprehensive leadership training program with a community focus. In the program, participants can build relationships with other community leaders; learn, practice, and apply leadership skills; and learn more about the history and development of Greater Mankato.

Greater Mankato Executive Sounding Board

The Greater Mankato Executive Sounding Board provides a professionally facilitated, structured, confidential, and trusting environment for executive-level leaders to give and receive the benefit of their experiences to help resolve business challenges. Participation in monthly meetings allows leaders to make better strategic decisions, improve communication, and build long-term relationships. Discussions focus on cohort members' successes and challenges, as well as leadership and business topics selected by each group.

Greater Mankato Diversity, Equity, and Inclusion (DEI) Collaborative

The Greater Mankato Growth DEI Collaborative is a seven-month program designed to support employers in developing the skills, mindsets, and networks needed to drive inclusive change for greater equity within their organizations. The Collaborative offers a unique opportunity for participants to work across business and nonprofit sectors in the Greater Mankato region to develop best practices together.



Priority Areas

Future Focus with “Transforming Tomorrow Together – Greater Mankato 2040”

The “**Transforming Tomorrow Together – Greater Mankato 2040**” initiative is a regional planning and visioning project that is developing a shared future vision for the Greater Mankato region. This region is defined as a 70-mile geographic circle around Mankato that includes cities and communities naturally aligned and eager to collaborate.

This initiative has progressed to the point of formulating detailed actions based on the **Strategic Foresight** and **Positioning** work already completed. This undertaking will ultimately serve as a regional roadmap laying out key priorities and milestones for the next decade and beyond to accelerate the growth and livability of the region.



The Role

Greater Mankato Growth, Inc. is seeking a dynamic and driven leader – a proven strategist and executor – to serve as its next President and CEO. Under the direction of the GMG Board, the President and CEO will serve as a catalyst for the organization’s critical role in the community to be a connector and convener to promote a thriving and sustainable community.

As the ambassador of the organization, the President and CEO will lead with inspiration and energy to promote GMG’s mission. They will be responsible for the overall management of the organization, providing strategic leadership and oversight for all aspects of the organization’s complex, multi-business operations.

This is a fantastic opportunity to assume leadership of an organization with a great brand in the community. GMG hosts a strong and committed staff and a high-caliber Board of Directors. Guided by the strategic initiatives of the organization, the new President and CEO will have every opportunity to serve as a visionary leader to infuse innovative strategies for greater impact across the Mankato region.

Reporting Relationships

The President and CEO reports to the GMG Executive Committee and the Board of Directors and currently oversees a Leadership Team of three, with indirect leadership of a total staff of 19. The President and CEO will also have responsibility for leading, inspiring, and influencing a variety of stakeholders across the Greater Mankato region through the organization’s efforts.

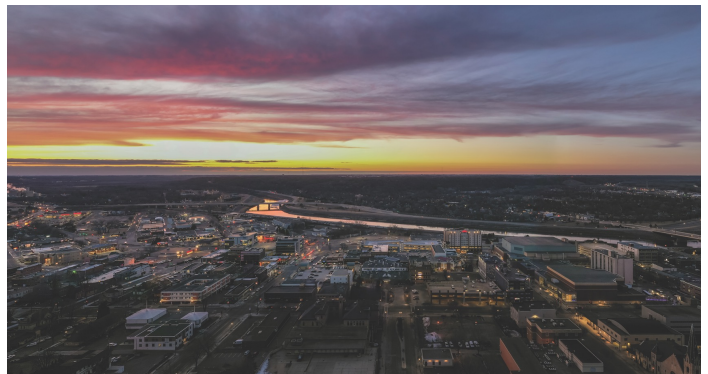
Key Responsibilities

Community Leadership

- Serve as a community leader, collaborator, visionary, and alliance builder to ensure a vibrant economic environment and high quality of life for the business and resident communities.
- Work closely with a diverse set of entities, groups, and local officials in the region. Advise on developments affecting the business community. Work to build support consistent with GMG’s overall mission and priorities.
- Speak publicly on issues that affect GMG and its members as directed by the Executive Committee and the Board of Directors. Build strong relationships with the broad regional constituency, including partner, civic, and community leaders and members.

Economic Development

- Support the development and expansion of a vibrant, innovative, expansive economic marketplace in collaboration with GMG staff and other regional entities.
- Support business expansion and growth, as well as efforts to attract a diverse and talented workforce to the region.



Key Responsibilities (continued)

Advocacy and Communications

- Serve as the primary public spokesperson and advocate for GMG and its members.
- Promote GMG and its brand, advocate for the mission and members, and build relationships with key stakeholder groups to ensure organizational success.

Strategic Direction

- In partnership with the Executive Committee, Board of Directors, and staff, lead the strategic planning process to define the immediate, mid-, and long-term strategic plan for GMG.
- Facilitate and develop the successful implementation of GMG's vision, mission, and strategic and operational plans.
- Work with the Board of Directors and staff to identify challenges, needs, issues, and priorities. Develop plans to meet them alongside evaluating the effectiveness and progress made toward goals.

Administration

- Attract and retain highly talented staff. Be responsible for the assignment of their supervising structure and the terms of their employment with goals that support GMG's strategy, revenue generation, and brand. Support and model working conditions that ensure a high level of employee morale, well-being, and performance.
- Support engaging and maintaining membership base and growth. Ensure the value proposition to join GMG is consistently marketed, relevant, attractive, and continually developing.
- Ensure fiscal soundness, transparency, and a balanced budget.

Board of Directors and Executive Committee Relations

- Build and maintain strong relationships and open communication with the Executive Committee and the Board of Directors.
- Collaborate and provide counsel to the Board of Directors and committees on programs, budget, public policy, and other key initiatives.
- Maintain regular communications with the Chair and Executive Committee members. Plan and organize regular Executive Committee and Board of Directors meetings.

Key Goals for Year One

- Transition into leadership at GMG and within the community and region.
- Oversee the distribution and launch of the regional planning process. Includes the development of an action plan with goals and quantifiable impact.
- Lead and develop GMG staff, assess resources and refine organizational structure for optimal performance.
- Review programs and membership plan to maximize and enhance revenue.



Ideal Candidate

The ideal President and CEO candidate is a strategic, innovative, and hands-on leader with a proven track record as an externally facing consensus builder across many diverse constituencies. Relevant work experience can be gained within a variety of organizations including for-profit or not-for-profit businesses, Chamber of Commerce entities or trade associations.

While no one candidate will have all the criteria enumerated below, the ideal candidate will possess many of the following professional and personal abilities and attributes:

- **A proven visionary;** a business-savvy leader who brings 10+ years of experience working directly to both inspire and drive growth and vitality.
- **Innovative and courageous;** a leader who will infuse new ideas and challenge the status quo of GMG to promote, support, and serve as a catalyst for economic development in the Greater Mankato region.
- **An ambassador of the mission;** committed to serving the community with contagious energy and passion for the Greater Mankato region and the overarching initiatives of GMG.
- **A strategic executor;** a leader who is proactive and results-oriented with experience proactively identifying and driving initiatives forward.
- **Balanced;** with proven experience successfully navigating and leading the internal and external needs of the business.
- **A driver and a doer;** with experience leading staff and inspiring a team, while also rolling up their sleeves to contribute to the work.
- **A versatile relationship builder;** a connector and convener with experience building value-added, cross-sector partnerships across the region.
- **High EQ;** adept in navigating competing priorities; an active listener and clear communicator, with an ability to lead via influence.
- **Growth-minded and revenue-focused;** a leader with success in identifying and establishing new sources of revenue.
- **Financially savvy;** a leader with experience managing a complex financial and operating system to drive greater organizational efficiency and impact.
- **Politically astute;** a leader who understands how to navigate a highly bureaucratic environment, ideally with knowledge around policy, advocacy strategies, and campaigns that will positively impact what that GMG is working to achieve.
- **Committed to the advancement of Diversity, Equity, and Inclusion** within GMG and across the Greater Mankato region.
- **Board governance;** brings a proven ability to navigate the dynamics of a large, engaged board.

Qualifications of an Ideal Candidate

- Bachelor's degree in business, communications, economics, marketing, or equivalent experience in a relevant field.
- At least 10 years of progressively responsible management experience within for-profit or not-for-profit businesses, as well as Chamber of Commerce entities or trade associations.



For more information

or to send your credentials, please email

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All inquiries will remain confidential.