

POSITION AND CANDIDATE SPECIFICATION



ASIS INTERNATIONAL, INC.

Chief Executive Officer

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Assignment: 63317-001

Date: July 2015

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POSITION SPECIFICATION

Client Organization

ASIS International is the leading organization for security professionals worldwide. Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programs and materials that address broad security interests, such as the ASIS Annual Seminar and Exhibits, as well as specific security topics. ASIS also advocates for the role and value of the security management profession to business, the media, government entities, and the public.

With the mission of promoting excellence and leadership in the security management profession, ASIS has identified the following goals:

1. Fulfill the needs of members and the profession.
2. Deliver quality education, information, research, and opportunities for networking.
3. Develop and promote security standards.
4. Promote professionalism, certification, and ethical conduct.
5. Advocate to key audiences for ASIS International and the profession.
6. Strengthen and grow ASIS International.

ASIS represents security professionals, the individuals who ensure the safety of physical spaces and structures, cyberspace, personnel, as well as global resources and assets. ASIS members represent virtually every industry in the public and private sectors, and organizations of all sizes. From entry-level managers to CSOs to CEOs, from security veterans to consultants and those transitioning from law enforcement or the military.

ASIS provides a robust set of member product and service offerings, which include:

- **Certifications:** ASIS administers three internationally accredited certifications.
- **Standards and guidelines:** ASIS is an ANSI-accredited standards developing organization and works to advance security practices through the development of standards and guidelines.
- **CSO Roundtable:** A forum for the most senior security professionals from the largest and most influential organizations.
- **Professional development:** ASIS offers a scope of opportunities to ensure security practitioners are prepared to meet any challenge – from webinars to classroom programs.
- **Networking:** Thriving online communities, seminars and exhibits, education programs, and local chapter meetings connect members globally.
- **Security Management:** Published monthly in both print and digital formats. It is the premier publication in the security industry.
- **Annual Seminar & Exhibits:** Attracts an attendance of approximately 20,000 and approximately 2,000 exhibit booths.

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- Annual Conferences: Three annual conferences are conducted in Europe, Middle East and Asia along with one in New York.

With a budget of \$31 million and a staff of 90, ASIS has a strong local and regional structure to engage members on a range of levels.

With more than 230 independent chapters (including 90+ international chapters), ASIS provides its members an opportunity to become involved in the organization and security community throughout the world.

Thirty-two Councils provide an open platform for collaboration and discussion among the industry. By focusing on specialized security practice areas, councils offer forums for members to share best practices and contribute their expertise, tailored resources, and niche networks and programming.

To learn more about ASIS, please visit www.asisonline.org.

Position Summary

The CEO of ASIS International has accountability to the Board of Directors to implement the organization's strategic vision and long and short-term strategic objectives. S/he is accountable for the achievement of the organization's philosophy, mission, and strategy. As the chief staff executive, s/he is responsible for the leadership, direction and overall management of the organization and its resources.

Key Relationships

Reports to: Board of Directors

Direct reports:
Vice President, Strategic Operations
Vice President, Education
Vice President, Marketing and Communications
Vice President, Government Affairs and Public Policy
Vice President, Publishing
Vice President, Administration and Membership

Other key relationships:
A wide variety of volunteer leaders
Policymakers and regulators
Peer organizations and associations

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Major Responsibilities

- Partner with the Board of Directors to institute a long-term planning process and resulting strategic plan and ensures alignment of strategic priorities with organizational resources and business objectives. Accountable to the Board on progress toward the objectives set during the planning process.
- Serves as the primary liaison to the Board of Directors and conduit to the staff, keeping the board informed on any significant issues and articulating the direction of the board to staff.
- Provides visionary leadership for ASIS operations by developing new products and initiatives that add value to the member experience and revenue to the association, and leading to membership growth domestically and internationally.
- Leads and manages a collaborative and service-oriented team, evaluates achievement against goals and objectives, drives continuous improvement programs and measures; reports results to the Board as appropriate.
- Accountable for the financial and operational success of ASIS and the development of financial plans that are in alignment with the association's goals and objectives. Leads ASIS according to best business practices.
- Serve as a public spokesperson and advocate for the industry, when appropriate.

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CANDIDATE SPECIFICATION: KEY SELECTION CRITERIA

Ideal Experience

- Significant leadership and management experience with direct accountability for results in a global corporate/membership organization of comparable scale, scope and complexity.
- Experience working with a board of directors of volunteer leaders to implement strategic plans; leading a staff team to execute against those initiatives and goals in a collaborative fashion.
- A track record of success innovating and developing programs, products and services to all segments of a stakeholder community.
- Experience serving as a primary liaison to an engaged Board of Directors.
- Experience driving customer value for an international organization and serving and engaging a diverse, global membership.
- Knowledge of/experience in the security industry, a plus.
- Undergraduate degree required; MBA preferred, or equivalent combination of education and experience.
- Multi-language ability a plus.
- An understanding of the effective planning and use of digital technology for communications and outreach to stakeholders of a global community.

Critical Competencies for Success

Strategic Leadership: The CEO of ASIS is a strategic leader for the association representing the growing and evolving security industry. S/he will:

- Work with the Board of Directors, volunteer leadership, and members to develop and implement a strategic vision for the organization and adapt that vision as the industry changes.
- Anticipate future challenges and opportunities and strategically position ASIS advantageously, in alignment with the strategic vision.

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- Lead the globalization of ASIS in accordance with the increasingly global nature of the security industry; s/he will drive an agenda to expand the membership of ASIS to reflect the global diversity of security professionals.
- Drive sustained organizational and customer responsiveness changes that increase measurable customer satisfaction and elevate the profile of the society on a global basis. Actively lead/manage the staff to the business strategy.

Relationship Building and Communications Skills: The CEO will be a skilled communicator and networker who represents ASIS and the industry with credibility. S/he will:

- Build strategic partnerships with peer organizations and relevant stakeholders, both domestically and internationally, to maximize the impact of ASIS and promote the interests of members.
- The spokesperson role is perceived to be a shared responsibility between the CEO and volunteer leader(s). The CEO should be capable of serving as an articulate, poised, and politically astute spokesperson and advocate, as appropriate, and in coordination with volunteer leadership.
- Be a skilled listener who drives consensus among the range of ASIS members.
- Be a pro-active communicator to the industry with timely public communications on related world events.

Management: The CEO of ASIS is the chief staff executive and the primary financial and operational leader for the organization. As such, s/he will position ASIS for continued relevance and growth by:

- Driving the organization's finances and investments to deliver the organization's strategy.
- Developing new programs, products, services that add revenue to the bottom line as well as value to the member experience.
- Leveraging his/her knowledge of organizational leadership to optimize the organization's finances and operations. S/he will conceive and utilize 21st century technology to drive member value.
- Recruiting, motivating, and developing a collaborative, high-performing team; developing goals and objectives against which to assess and measure the performance of a talented staff.
- Creating an agile and adaptive staff organization to meet an evolving business environment.