



WILBANKS PARTNERS

PRESIDENT

OUR CLIENT

Founded in 1997, this financial services association is the leading voice for organizations that provide advice and professionally-managed investment solutions to individual and institutional investors. With over 180 member firms, the association serves investment advisors, broker-dealers and their service providers with a wide range of value added services including data collection and dissemination, research, standards based publications, member education and local and national conferences.

THE ROLE

Reporting Relations

The President will report to the Board of Governors and manage a team of a dozen professionals through direct reports, as well as strategic outsourcing partnerships.

Mission

The Association stands at the gateway to one of the most profound shifts to confront the investment and advice industry in a decade as investors move from asset accumulation to "outcomes based" investment strategies. Having successfully represented members who were a driving force building the infrastructure for the industry in managed accounts, the Association today has the opportunity to represent members again during what is certain to be a period of unprecedented change and growth. The next President will inherit a robust organization and be responsible for stewarding this future opportunity.

Responsibilities

- Continue the aggressive expansion of a philosophy of "members as customers," which is necessary for the Association to remain useful and relevant to industry participants during a period of dynamic change.
- Assist the Board in a constant refinement of the mission statement necessary to move forward to the next generation solutions in order to stay relevant in the crowded



financial services association field, and lead the current and new members to support, embrace and act on this mission.

- Bring "best in class" industry solutions to revenue maximization from services and conferences.
- Meet the rising expectations of members through extensive outreach in the field with all members and vendors; encourage staff to support member sponsored initiatives, and promote dynamic and evolving Committee structures reporting to the Board.
- Continue to expand the use of efficient technology tools to make data collection and dissemination, standards, research, and education more interactive and accessible to members.
- Take direct responsibility for developing and executing member and vendor expansion programs in close cooperation with the Board.

CANDIDATE PROFILE

"Must Have" Qualifications

- In depth knowledge of the investment management, wealth management and advice solutions businesses, including both retail and institutional distribution platforms, and the technology and operations activities that support decision making and service delivery.
- Minimum of 20 years of business experience, at least 15 years of that in leadership roles in the investment or advice businesses, or a leading industry association.
- Career experience working in large, sophisticated financial services firms similar to many members, but also a proven comfort level in small, lean and entrepreneurial work environment like this successful association.
- Successful track record as a visible spokesperson for a major organization, representing the firm to the media and in other highly visible public forums.
- Successful track record in managing Board level governance issues.

Other Useful Qualifications

- Knowledge of the regulatory and compliance world underpinning the investment and advice businesses, and experience working with regulators and policy makers
- Extensive rolodex of contacts in the industry that will lend itself to easily reaching out to existing members, as well as understanding how to most effectively build bridges to new members.



- Prior experience in new product development and marketing, allowing the President to play a more hands on role working with members on innovation issues in the industry.
- Flexible lifestyle that will allow a minimum of 100 days per year of travel.

Personal and Professional Competencies

- **CREATING VISION** – Developing a compelling view of the future of an organization, industry, or enterprise and the breakthrough opportunities that may arise.
- **IMPACT & IMPRESSION** – Generating a strong, positive, and remarkable personal presence resulting from one’s bearing, style, words or behavior.
- **COMMUNICATION** – Being highly articulate and able to convey important messages to multiple constituencies in a clear and compelling manner.
- **INTEGRITY** – Doing the right thing by others, having the courage of own convictions, and adhering to strongly held principles and values.
- **STRONG, HEALTHY EGO WITH A TEAM ORIENTATION** – Having high self-esteem and self-confidence, balanced with an intimate knowledge of one’s strengths, limitations and a certain amount of humility and humor.
- **LEVERAGING DIVERSITY** – Valuing and leveraging the talents of people with different perspectives, styles, and national/cultural/geographic origins.
- **CURIOSITY** – Demonstrating a passion for learning, speculating on “what if” scenarios, and engaging in strategic inquiry.
- **LEARNING AGILITY** – Quickly absorbing new information and the significance of changes in dynamic situations. Strong listening skills.
- **TENACITY/PERSISTENCE** – Holding unwaveringly to a view of what must be done, pursuing goals despite significant obstacles or resistance from others.
- **MANAGING AMBIGUITY** – Dealing effectively with complex and uncertain situations where many alternatives are possible and no single correct response exists.