



July 9, 2010

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CHIEF EXECUTIVE OFFICER

MISSION: Advancing the practice of pharmacy for the promotion of health

Our client, the California Pharmacists Association (CPhA) is seeking a new Chief Executive Officer (CEO). CPhA, founded in 1869, is the largest state association representing pharmacists. CPhA represents pharmacy professionals from all practice settings. CPhA is governed by two separate and distinct bodies – a Board of Trustees and a House of Delegates. The bylaws divide authority between these two bodies, assigning responsibility for establishing association policy to the House of Delegates and giving the Board of Trustees responsibility for implementing policy and governing CPhA's operations. Members of the Board of Trustees are elected to leadership positions by the membership. It is the job of the Board of Trustees to strategically and fiscally guide CPhA in its pursuit of fulfilling the vision for California pharmacy. The Board of Trustees, along with our committees and academies and local associations, build leadership skills in members.

The CEO reports directly to the Board of Trustees and the House of Delegates, serves as the Secretary of the Association and is a voting member of the Board of Trustees. The CEO is responsible for the exercise of all executive and administrative decisions and actions with regard to the continuing management of the Association, is responsible for all publications and shall be bonded by the Association. The new CEO will be a visionary leader, have a strong role in shaping CPhA's long-term strategic direction adopted by the Board, and will carry out the initiatives necessary to achieve its vision and mission.

Expected outcomes for this position within the first 12 months include:

By the end of the first quarter:

- To have identified and met with key stakeholders (board, staff, peer organizations, community and civic organizations/groups, a representation of clients) for the purpose of establishing relationships, listening, and gaining an understanding of stakeholder roles, perspectives and issues.
- To have initiated an organizational audit, including an assessment of: the organizational structure, staffing, programs design and delivery systems, communications, reporting and measuring results, recordkeeping, etc.
- To have become intimately familiar with the Association's newly completed strategic plan.

By the end of the second quarter:

- To have begun implementation of the strategic plan.
- To have an action plan in place to increase the Association's visibility, effectiveness and public awareness (brand), including a social media component.
- To establish a legislative agenda for the Association, while continuing work on current legislative and regulatory issues facing the profession.



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By the end of the third quarter:

Create an action plan to make CPhA a “player” in healthcare reform.

By the end of the first year:

To have achieved an increase in annual revenues by 10-15%, by increasing membership (emphasis on new practitioners, increasing full dues paying members by at least 5%), and creating enticing programs (and other non-dues revenue).

Our client seeks a CEO who will be driven to elevate and advance CPhA, who is proactive in addressing issues and implementing established goals and plans, who is focused on the highest level of customer service to members and nonmembers, who effectively uses metrics, who communicates freely and transparently with the Board of Trustees; a leader who is collaborative and innovative and who embraces change that adds value.

We are seeking candidates with a combination of education, training and experience that would demonstrate their ability to successfully perform these duties and achieve these expected outcomes. Our client has a preference for candidates with a Doctor of Pharmacy degree and experience as a pharmacist. Candidates with a Bachelor’s degree from an accredited college or university with a major in business administration, or a related field (a Master’s degree is desirable) are also encouraged to apply. The candidates we seek should have an understanding of and strong interest in the profession; experience in creating a compelling vision and in implementing it; professional experience in a membership organization; demonstrated ability to successfully manage a business operation, unit or company with annual revenues in excess of \$1M. The new CEO will be a clear, compelling and articulate communicator, verbally and in writing, with a variety of external and internal stakeholders; will have a history of mentoring and developing volunteers and staff and a background in developing and building a brand.

This is an exceptional career opportunity to lead an organization that is passionate about achieving its mission and vision. A competitive compensation package with a base salary in the range of \$150,000.00 to \$200,000 annually (depending upon qualifications and experience), plus excellent benefits are offered. This position is located in Sacramento, California. Pre-screened, selected candidates will be invited to interview with our client on September 14, 15 and 16, 2010.

For confidential consideration, at your earliest convenience and no later than August 10, 2010, please e-mail your chronological resume, cover letter and compensation expectations to Cathy Lexin, Vice President, c/o Blanca Topper at:

CEO.CPhA@wilcoxcareer.com



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