

## **Position Announcement**

### **GreenBlue**

#### **President and Chief Executive Officer**

GreenBlue® is seeking an exceptional new President and CEO. Founded in 2002, GreenBlue is a nonprofit institute that envisions a world where industry contributes to the conservation and growth of ecosystems and enhances human health. GreenBlue works to make businesses and the manufactured goods they produce more environmentally sustainable.

GreenBlue convenes stakeholders in key industry sectors and develops practical sustainability tools and resources. With a budget approaching \$3 million, it has a staff of 17 consisting of scientists, engineers, researchers and business strategists. GreenBlue's work focuses on materials. It works across the supply chain and has a life cycle, closed loop approach. Although headquartered in Charlottesville, VA with a small office in New York, many of GreenBlue's projects are global in scope.

GreenBlue is poised to take advantage of new program and partnership opportunities. As an example, it recently acquired Metafore<sup>SM</sup>, a nonprofit organization with a complementary mission. Metafore operates several projects that promote the use of environmentally preferable paper. Its work in the forest product industry includes working groups, web-based resources and educational seminars. Its Environmental Paper Assessment Tool (EPAT®) is one of several intellectual property assets maintained by GreenBlue.

The Sustainable Packaging Coalition®, GreenBlue's largest project, has about 200 member companies with a common vision and framework for making packaging processes and products more sustainable. The members meet two times a year for educational purposes and the opportunity to network. Results-oriented projects are the heart of the Coalition and provide an opportunity for SPC members to collaboratively share best practices. Current initiatives include a web-based application that assesses the relative environmental impacts of package design alternatives, a labeling for recovery project, packaging design library, sustainable packaging metrics, design guidelines and a packaging curriculum.

Another project, CleanGredients®, is an online database of the chemicals used in cleaning products. This resource was developed in partnership with the U.S. EPA to help cleaning product formulators identify chemical ingredients with reduced toxicity to people and ecosystems. It also gives chemical manufacturers the opportunity to showcase chemicals with potential environmental and human health benefits.

GreenBlue also provides Advisory Services to companies, industry associations and government agencies seeking science-based sustainability guidance.

#### **The Position**

Reporting to the 11-member Board of Directors, the President and CEO has overall responsibility for the strategic direction, program, financial and management operations and visibility of GreenBlue. S/he will lead in planning strategies and pursuing initiatives to improve and expand the quantity and quality of services and fulfill the vision of the organization.

## **Duties and Responsibilities**

- Develop, carry and communicate a vision of growth, reach and effectiveness for GreenBlue.
- Based on the vision, assist the Board in setting strategic goals and objectives. Advise on and implement board policy.
- Secure funding and establish a financially sustainable organization (including membership development).
- Identify key leaders to serve on the board and on project and initiative committees.
- Collaborate with individuals and organizations with specific interests that would further GreenBlue's mission.
- Plan and implement communication strategies to keep various publics, including the media, informed of GreenBlue's successes and goals.
- Participate in GreenBlue events and maintain strong relationships with members and industry leaders.
- Design, create, expand and evaluate programs and partnerships.
- Oversee the staff through hiring, supervising, supporting and evaluating a senior staff team. Foster professional development for staff.
- Constantly upgrade and fine-tune GreenBlue initiatives, programs, resources and tools.
- Ensure the organization's financial stability and ability to grow.
- Oversee preparation of the annual budget for Board approval. In collaboration with staff, implement the budget and report regularly on the organization's financial status.
- Ensure appropriate operating procedures and administrative process as required.

## **Qualifications**

### Experience:

- Experience leading a complex organization and proven track record of management success with full financial, program planning and operations responsibilities.
- Demonstrated success in developing and maintaining organizational financial strength, including revenue generation.
- Team orientation and experience building strong partnerships with board, staff, members and the public.
- Membership organization management, sustainable materials development industry and/or social responsibility experience a plus.

### Knowledge, Skills and Abilities:

- Passion for and commitment to the mission of GreenBlue.
- Ability to take responsibility for strategic planning and evaluation of programs and initiatives.
- Credibility in the environmental community and ability to influence industry leaders.
- Demonstrated leadership, vision and ability to influence and motivate others.
- Strategic and creative thinker with management expertise.
- Ability to work effectively with diverse constituencies and to build effective collaborative relationships.
- Outstanding public presentation skills and a capacity to effectively communicate complex information to the press and the public.
- Strong listening and communication skills.
- High personal and professional integrity.
- Master's degree in business, organizational development, environmental studies, science, engineering, and/or related field preferred.
- Residence near Charlottesville, VA or willingness to relocate.

For more information, please see [www.greenblue.org](http://www.greenblue.org).

**To apply**, please send cover letter, resume and salary history to:  
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