



Position Specification

National Association of Music Merchants Foundation
Executive Director

Our Client

NAMM

The National Association of Music Merchants (NAMM) is a 501(c)(6) trade and membership association representing the \$19.5B global music products, pro-audio/sound, and entertainment technology industry. The association counts 15,000 companies and industry professionals in its membership, representing a workforce of over 475,000 employees. Founded in 1901, NAMM's mission is to strengthen the music products industry and promote the benefits of making music. NAMM envisions a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right. NAMM has built a reputation in the professional music community based on character, integrity, and transparency. As the producer of the world's largest industry tradeshow committed to providing a variety of offerings to Members globally, NAMM is steadfast in its belief that music makes the world a better place.

Headquartered in Carlsbad, California, NAMM's model functions on key objectives supported by the "Circle of Benefits" business model. These key objectives include producing successful tradeshows; providing unparalleled value (including professional development) to Members; market development through promotion, funding, and advocacy; and making a global impact. Through the Circle of Benefits, NAMM reinvests the proceeds from its trade shows and membership to grow the industry through various means, including charitable outreach, lobbying Congress and international policymakers, and funding research on the benefits of arts education. As NAMM looks to the future, it hopes to create an even larger impact on the industry, its Members, and music makers around the world. One of NAMM's greatest vehicles for accelerating this impact is the NAMM Foundation. For more information on NAMM, visit <https://www.namm.org/>.

The NAMM Foundation

The NAMM Foundation is a 501(c)(3) charitable foundation that advances active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs. A supporting organization of NAMM, the NAMM Foundation is funded by NAMM Members through trade association activities and private donations.

The current range of offerings includes:

- The **Best Communities for Music Education (BCME) Award**: a signature program for 25 years that recognizes and celebrates school districts and schools for their support and commitment to music education.
- The **Consider a Career in Music** campaign: a program to educate people on the value of pursuing a career in music, as well as potential career paths in the music industry.
- **GenNext**: a 10-year collaboration with the College Music Society that offers college music students and faculty exclusive programming and access to career and professional development sessions at the NAMM Show.
- **Grants and Scholarships**: The NAMM Foundation supports grants and scholarship initiatives with the ultimate goal of funding music making and music education. Grants and Scholarships include Music Making Program Grants, the NAMM President's Innovation Award and the William R. Gard Scholarship.

Position Specification

Ref: Executive Director
NAMM Foundation

- Funding music research, with studies focusing on topics ranging from the effects of musical experience on brain function across lifespan, the link between chronic absenteeism and lack of access to arts education in public schools, and more.
- Supporting the ***Museum of Making Music***: a division of the NAMM Foundation, the Museum explores the unique accomplishments and lasting impact of the music products industry through permanent and special exhibitions, concerts and educational programs.
- Supporting music education, collegiate, and nonprofit programming in a variety of additional manners at The NAMM Show.

More information about the NAMM Foundation, visit <https://www.nammfoundation.org/>.

The Role

The current NAMM Foundation Executive Director will retire in 2024 after 22 successful years of establishing and growing the NAMM Foundation. The incoming Executive Director will have the opportunity to define the next phase of growth for the Foundation, focusing on high-impact programming that is supported by NAMM, the music industry, and outside the industry donors. During its next chapter, the Foundation is particularly focused on setting a bold strategy, diversifying sources of revenue, and maximizing impact.

The Executive Director reports to the President and CEO of NAMM. The NAMM Foundation Board of Directors consists of a Chair, President (also the President of NAMM), Secretary, Treasurer, and various Directors. Board members bring deep accomplishments and leadership in music and/or music business and have a passion for advancing music making and learning opportunities for people of all ages and abilities. Directors serve a three-year term and are eligible for re-appointment for one additional term. The incoming Executive Director of the NAMM Foundation will work closely with the Board and help grow the Board in scale. They will also have a staff of direct reports, as well as the support of NAMM departments including marketing and technology.

The Executive Director also serves as a key spokesperson and ambassador for NAMM's charitable initiatives and advocacy work. This role will require a high level of diplomacy, public speaking ability, and ability to connect with individuals from a variety of backgrounds. It will require a willingness to travel, engage with Members and industry partners, and partner with the Foundation's Board and NAMM's executive leadership to increase the organization's impact and reach.

The successful candidate will work closely with the NAMM CEO and the NAMM Foundation Board to craft and execute a strategic plan for the Foundation's next phase of growth and lead the Foundation through a period of evolution in the music industry, which will require building strong relationships with NAMM Members and carefully assessing the needs of the industry. The NAMM Foundation has established a successful reputation and currently executes a wide range of initiatives. The next Executive Director will have the opportunity to assess and refine all current programming, creating a vision that will lead the NAMM Foundation into a new phase of high-impact, highly visible initiatives that advance music making opportunities in the music industry.

Critical to this role, the successful candidate will also lead development and fundraising efforts to expand the support of the Foundation for current, revised, and new offerings. While the Foundation will always receive significant funding from NAMM, expansion of the Foundation's work and its impact is a top priority. The next Executive Director will chart

Position Specification

Ref: Executive Director
NAMM Foundation

a path forward in pursuit of this goal, and will help develop large-scale collaborative programming or other projects in partnership with donors in and outside of the music industry.

Additionally, the Executive Director will be responsible for the effective overall management of the Foundation—both personnel and fiscal—in a competent and efficient manner. Working closely with NAMM leadership, the Executive Director will be expected to foster and support a culture of collaboration, innovation, and inclusion across the entire NAMM organization, and should be viewed as accessible and approachable by all members of the team.

Responsibilities include, but are not limited to:

Strategic Leadership

- Develop and execute a long-term strategic vision for the Foundation that aligns with NAMM's vision, mission, and objectives
- Collaborate with the NAMM CEO and the NAMM Foundation Board of Directors to set measurable organizational goals and objectives
- Support and manage a team of professionals that execute programmatic and communications objectives for the Foundation.

Program Development and Evaluation

- Oversee the NAMM Foundation's programming, including grants, awards, scholarships, and direct service programs
- Oversee the design and implementation of high-impact programs that create more music makers
- Establish metrics to evaluate program effectiveness and impact, ensuring continuous improvement.

Fundraising and Resource Development

- Lead fundraising efforts from inside and outside the music industry to enhance the Foundation offerings supported by NAMM
- Cultivate and maintain relationships with NAMM Members, donors, partners, and other stakeholders.

Advocacy and Outreach

- Serve as a passionate advocate for global music making, regularly traveling to shows and other industry events as a representative of NAMM and the NAMM Foundation
- Serve as the key spokesperson for the Foundation's work, promoting its initiatives and impact to a wide array of audiences
- Collaborate with external partners, educators, and policymakers to advance the cause of music education for all children.

Operational Management and Team Leadership

- Foster a positive and inclusive organizational culture that values teamwork, innovation, and excellence
- Steward organizational assets, balance budgets, and make prudent decisions with financial resources
- Regularly update the NAMM Foundation Board of Directors on the conditions and operations of the organization.

The Candidate Profile

NAMM seeks a proven leader with excellent strategic vision, partnership-building, fundraising and program management skills to work with the NAMM CEO and the NAMM Foundation Board to develop a long-term vision for the Foundation. The successful candidate will bring experience leading organizations through growth phases and a reputation for developing and executing high-impact programming with measurable success metrics. The ideal candidate will possess a passion for music education, music learning across the life span, and the music industry, with a proven understanding of nonprofit organizations, and the ability to build and nurture collaborative relationships with key stakeholders.

In terms of the performance and personal competencies required for the position, we would highlight the following:

Strategic Acumen and Vision

- Ability to create and articulate an inspiring vision for the Foundation's next chapter; an ambitious and creative thinker with a strong growth-orientation
- Ability to develop and refine programmatic strategy with an eye towards maximizing value for Members, as well as impact across the industry
- The executive skills to lead the Foundation forward during a time of change across the industry; sets clear priorities and makes decisions with transparency; listens, seeks data from a variety of sources to support decisions
- Ability to partner with NAMM leadership, staff and the Foundation Board in setting strategy

Executing for Results

- Ability to set clear and challenging goals while committing the organization to improved performance; tenacious and accountable in measuring and driving results
- Thoughtful, yet entrepreneurial; the business acumen necessary to take calculated risks and use resources creatively to promote growth
- Proven ability to carefully steward organizational assets, balance budgets, and make prudent decisions within financial resources

Fundraising and Resource Development

- Experience in building and diversifying an organization's revenue base while stewarding existing funding; ability to compellingly articulate a value proposition and vision to funders
- Proven success forging and maintaining mutually productive relationships with partner institutions to further an organization's impact; exhibits creativity around potential opportunities for expanding impact through shared programming

Communication Skills, Building Relationships, and Using Influence

- A natural connector, able to build strong relationships with others including Members and industry partners; a high degree of emotional intelligence
- Ability to inspire trust and followership in others through service, compelling influence, powerful charisma, passion in beliefs, and active drive
- Strong verbal and written communication skills, including the ability to communicate in a compelling manner with a variety of audiences, including partner organizations, the media, policymakers, Members and the public

Leading and Managing Teams

- Ability to foster a culture of collaboration and accountability across a high-performing, diverse team; encourages others to share the spotlight and visibly celebrates and supports the success of the team
- Creates a sense of purpose/meaning for the team that generates followership in pursuit of ambitious goals
- The ability to attract and recruit top talent, motivate the team, delegate effectively, celebrate diversity within the team, and manage performance; widely viewed as a strong developer of others
- Brings deep personal commitment to diversity, equity, access, and inclusion in all aspects of the organization's work; seeks to build an organization that is substantively diverse and reflective of the community it serves

Passion for the Mission

- Holds a steadfast belief that music making and music education make the world a better place; brings at a minimum, a basic knowledge of the music industry
- Sees the importance of the Foundation, NAMM, and its Members; is able to authentically express a passion for and promote the organization's work

Additional Details

NAMM Values Commitment

At NAMM we strive to do the right thing with respect, passion, humor, teamwork and accountability.

- Do the right thing – This requires courage, discipline, and dedication but not permission. So, just do it.
- Do it with respect – Respect builds trust and energizes people to live responsibly and ethically at work, in our community, and in our world.
- Do it with passion – Passion drives creativity, innovation, commitment, and loyalty.
- Do it with humor – Humor lightens the load and makes the journey more enjoyable.
- Do it with teamwork – Teamwork unites us in our shared mission and fosters an open expression of ideas.
- Do it with accountability – Accountability raises the bar, rewards achievement, and invites us to grow.

Diversity Commitment

NAMM is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Location and Compensation

This is a full-time, exempt position. The NAMM Foundation headquarters are located in Carlsbad, California, and while remote candidates will be considered, in-office presence is highly preferred. The office is currently working on a hybrid basis.

NAMM's goal is to compensate for this position at a competitive level. The estimated salary range for this position is \$150,000-180,000, although the salary and total compensation of the finalist selected for this role will be determined based on various factors, including, but not limited to, scope of role, level of experience and stature in their industry, accomplishments, internal equity, budget, and subject to Fair Market Value evaluation. The base compensation range listed is a good faith determination of potential base compensation as a component of the total compensation for the role at the time of this job advertisement and may be modified in the future.

Position Specification

Ref: Executive Director
NAMM Foundation

Contact

Russell Reynolds Associates has been exclusively retained for this search. Given the need for confidentiality throughout this process, prospective candidates are invited to reach out directly to the RRA team at NAMMFoundationED@russellreynolds.com with a resume and brief explanation of interest.

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