

Position Profile

On behalf of our client

Second Harvest Heartland (SHH)

***CohenTaylor Executive Search Services
is conducting a retained executive search for its***

Chief Executive Officer



Second Harvest Heartland (SHH)

Turning Hunger into Hope

SHH was created on October 1, 2001 when Second Harvest Minneapolis and St. Paul joined forces.

SHH is a \$150 million organization employing 170 FTE's and 30,000 volunteers annually.

In 2017, SHH helped provide more than 81 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin.

SHH can turn every \$1 donated into \$7 of distributed food and grocery products.

SHH serves about 532,000 people each year including children, seniors, and working families.

Watch this [video](#) to learn more about hunger.

For more information visit the [Second Harvest Heartland \(SHH\) website](#).



Our mission is to end hunger through community partnerships.

Our values

- We are all in this together.
- We deliver.
- We innovate.
- We lead with our hearts.
- We believe differences make us stronger.

Our vision is that we are an energetic catalyst for positive change in our communities. We aspire to be the most trusted source in hunger relief for delivering results, stewarding donations for maximum impact and offering bold leadership to solve an old, but evolving, problem. We will end hunger with compassion, imagination and a sense of urgency - always moving forward, never giving up. We are collaborators who work with community partners to feed our hungry neighbors, and we never forget that we can't do our work alone.




THE ORGANIZATION

Second Harvest Heartland (SHH) is one of the nation's largest, most efficient and most innovative hunger relief organizations. Leveraging its unique position in the emergency food chain to make an impact, SHH has partnered with community-based organizations, government and corporations to create a sustainable support system that provides access to food in our community.

Working with a wide network of service delivery partners, volunteers and donors, SHH's 100,000+ square feet of dry, refrigerator and freezer space is constantly accepting and distributing donations. Its fleet of trucks travels nearly half a million miles a year, picking up food donations and delivering them to local food shelves, homeless shelters, senior community centers and children's feeding programs. SHH also operates innovative programs directly supporting neighbors in need.

SHH is a member of Feeding America—the nationwide network of more than 200 foodbanks serving every state in the United States. This partnership helps to significantly amplify the organization's impact and reach by providing access to millions of pounds of surplus food and grocery donations.

Recognizing the need for larger, more sophisticated facilities to safely receive, store and distribute growing amounts of produce, proteins and other healthy foods, the organization launched a capital campaign in 2017. The state Legislature recognized the organization's need to scale up partnerships and operations during their last session, awarding \$18 million to the effort. SHH will begin renovation on their new Brooklyn Park headquarters this winter with plans to open the new 200,000+ square foot hunger-relief campus to the community in 2020.

AS AN EMPLOYER: A CULTURE OF PURPOSE

SHH is the professional home to a diverse team of 175 hunger-relief experts. This group has led the organization to unprecedented growth by building a large network of critical partnerships, while pursuing innovative programming that is setting the bar nationally. Supported by the organization's large volunteer workforce—32,000 strong and growing—the SHH team is guided by a strong sense of community and purpose.

The organizational values are central to this sense of purpose and to the workplace culture. Second Harvest Heartland's new leader will view the team as a group of valued partners, who are at the table as the organization grows and changes. Teams are expected to deliver great things and are granted the flexibility needed to get the job done in ways that work for them and are rewarded with excellent benefits.

Who is Hungry?

In Minnesota and western Wisconsin, one in 11 people experience the stress of hunger on any given day, even though there is more than enough food available to feed everyone.

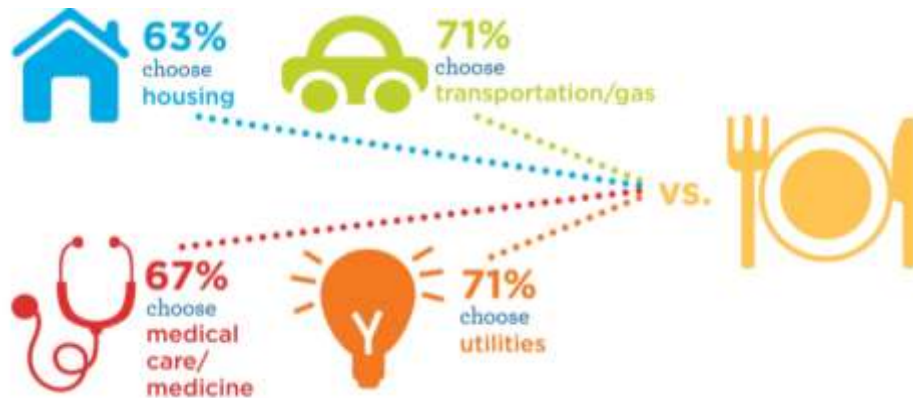


Working families totaling more than half a million people visit food shelves.

Children are more than 33 percent of the people you help.

Seniors are the fastest-growing segment of the population visiting food shelves.

Post-secondary students use food shelves at a time when they have very few resources.



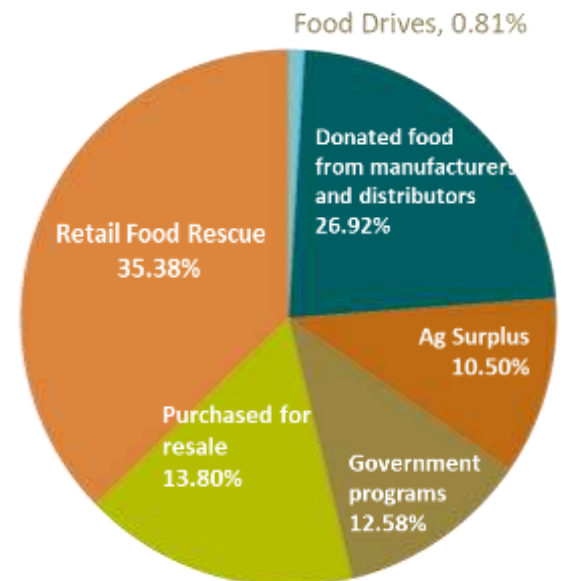
PROGRAMS



Second Harvest Heartland sources large quantities of food and delivers it to nearly 1,000 agency partner programs (such as food banks, food shelves, shelters, and senior centers) in Minnesota and Wisconsin that in turn distribute this food to hundreds of thousands of families.

Food Collection Services

- **Food Bank** - Second Harvest Heartland collects, stores and distributes millions of pounds of food each year.
- **Farm** - An indoor hydroponic farm provides a source of sustainable, high quality, reliable, fresh and nutritional produce year-round.
- **Share Fresh** - An agricultural surplus program that gathers and distributes edible crops from Minnesota farmers, commercial growers and processors that would otherwise go unharvested or unsold.
- **Food Rescue** - Partnering with retail grocers in local communities to divert food being removed from their store shelves to feed hungry people.
- **Midwest Region Produce Cooperative** - Reducing produce distribution barriers for participating members.



Food Distribution Partners and Programs

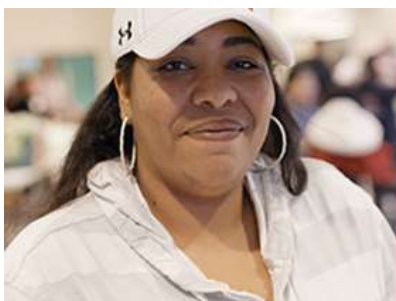
- **Summer Food Service Program** - A program that provides meals during the summer months for kids who rely on free or reduced-price meals during the school year.
- **Supplemental Nutrition Assistance Program/Food Stamps Outreach** – Second Harvest Heartland specialists work to inform and educate eligible hungry people about already-funded federal SNAP assistance.
- **Community Supplemental Food Program** - Once a month, Second Harvest Heartland fulfills this federal nutrition program by providing a box of nutritious food to low-income seniors 60 years and over.

Child Hunger Initiative

- Second Harvest Heartland is committed to a number of powerful efforts in their Child Hunger Initiative that help more children and families gain access to wholesome food.

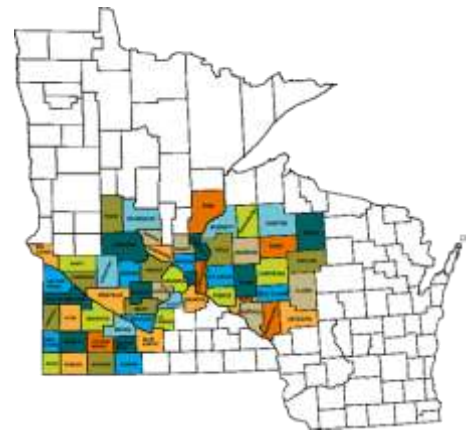
Hunger and Health Initiative

- Collaboration between the health care and hunger relief sectors offers an opportunity to improve outcomes for the community's low-income neighbors in addition to reaching new neighbors through a sustainable, trusted channel.



"To me food is love, and honestly without programs that bring fresh fruits and vegetables, I don't think my kids would be getting half the nutrition they should be."

- Yolawnda, mom and Food + You program participant



THE ROLE

Second Harvest Heartland is currently seeking a dynamic and visionary leader for their next CEO. This is an incredible opportunity to utilize the innovation and momentum underway to guide the future direction of SHH, with the support of a strong and engaged board.

The position of Chief Executive Officer, working collaboratively with the Board of Directors, has overall responsibility for leadership and management of SHH. The CEO ensures SHH fiscal activities, operations, fundraising, marketing, human resources, technology, and programming are effectively implemented across the organization and consistent with the mission of SHH.

The CEO provides visible and key leadership in hunger relief at the local, state, regional, and national levels, and is the key spokesperson in interpreting the vision, mission and programs to the staff and to the public.

Reporting Relationships

The SHH CEO has an Executive team of 6 direct reports, a Leadership (Director) team of 15, with total leadership of 170 employees.

Current direct reports include:

- Chief Operating & Programs Officer (COPO)
- Chief Financial Officer
- Chief Philanthropy Officer and Capital Campaign Officer
- Director of Strategy and New Ventures
- Director of Advocacy
- Executive Administrative Assistant

DUTIES AND RESPONSIBILITIES

Mission/Strategies:

- Collaborate with the Board to develop, refine and implement the strategic plan (short term and long term) while ensuring that the budget, staff, and priorities are aligned with the mission of SHH, and to advance the hunger relief effort in areas served.
- Provide inspirational leadership and direction to executives and SHH to ensure the continued development and management of a professional and efficient organization.
- Cultivate a strong and transparent working relationship with the Board of Directors, provide open communication about the measurement of financial, programmatic, and operational performance.
- Act as the Chief spokesperson to communicate SHH's vision, mission, and values to staff and the public.
- Expand the visibility and the profile of SHH in the community, state, and national level.
- Create and maintain productive and collaborative relationships with all key stakeholders including donors, legislators, government agencies, agency partners, the business community, etc.
- Recruit and retain a talented management/support teams; create a work environment that engages and challenges staff. Actively invest in talent development, especially at the executive levels to support an active, viable internal succession plan.
- Ensure the financial health of the organization, including budgeting and fundraising.

Fundraising/Financial:

- Ensure the flow of funds to enable SHH to make continuous progress toward the achievement of its mission, ensuring that funds are allocated to current and future operating needs, capital requirements, etc.
- Lead activities to cultivate new donors including individual, corporate, government, and foundations to ensure the financial strength to meet long term goals.
- Formulate and execute comprehensive marketing, branding, and development strategies that will ensure consistency throughout the organization and enhance revenue.

- Monitor the budget, ensure financial controls are in place; set financial priorities to enable SHH to operate in a manner that supports the needs of program, staff, and agency partners.

Operational:

- Accountable for the overall operation of SHH including operations, field services, IT, HR, food safety, development, etc.
- Build the culture and values of SHH by emphasizing collaboration, excellence, diversity, innovation, employee engagement, communications, and career development.
- Improve the efficiency and delivery of services and programs throughout SHH by developing and implementing systems, controls, innovations, improvements, etc.

Board Relations:

- Serve as the primary link to the Board, providing them with information and recommendations
- Provide the Board with periodic reports regarding progress against short and long term objectives
- Recruit new Board members as necessary, support continued growth in capacity, talent and diversity of the board

External Relations:

- Serve as the chief spokesperson and advocate for SHH; promote and represent SHH's message and interests to various constituencies including donors, food banks, agency partners, corporations, volunteers.
- Develop collaborations and partnerships to leverage SHH's impact and influence to broaden the hunger relief discussion into adjacent areas.

THE IDEAL CANDIDATE

Qualifications:

- **Passionate** about the mission, vision, and values of SHH
- **Visionary** yet able to balance pragmatism and vision to determine and guide staff focus
- **Strategic** - with proven experience developing a strategic plan and guiding staff to execute on that plan
- **Astute and adaptable**- able to remain aware of pending policy, economic and environmental changes, and the potential implications on the SHH business model
- A strong **developer and mentor of staff**
- A **process driven leader** who can speak the language of operations yet stay focused on future innovation
- Proven experience successfully leading an organization through **widespread change**
- A **financially savvy and politically astute leader** with the ability to set clear priorities, delegate, and guide investment in people and systems
- Proven **fundraising** experience; ideally with capital campaign experience
- Significant **Board experience**

- Strong **executive presence**, skilled at tailoring messaging based on stakeholder audience nuances
- Excellent **coalition building skills** with an ability to identify and build **partnerships** with a variety of internal and external stakeholders; persuasive to achieve consensus amongst differing opinions

Education and Experience:

- Bachelor's degree in Business, Non-Profit Management, Marketing or related
- Master's degree or advanced training preferred in Business, Finance, Non-Profit Management, Marketing or related
- The ideal candidate will have 15 years overall professional experience; including nonprofit and/or corporate leadership experience

For more information or to send your credentials, please email
info@cohentaylor.com

All inquiries will remain confidential.