



KORN FERRY



Position Specification

Minnesota Pork Producers Association & Minnesota Pork Board ("Minnesota Pork")

Chief Executive Officer

2022

POSITION SPECIFICATION

Position	Chief Executive Officer
Organization	Minnesota Pork Producers Association & Minnesota Pork Board (“Minnesota Pork”)
Location	Mankato, MN
Reporting Relationship	MPPA Board of Directors
Website	https://www.mppainsider.org/

ORGANIZATION BACKGROUND

Minnesota Pork is a producer-led organization committed to preserving and protecting the interests of its members and the broader pork industry through impactful public policy at the local, state and national levels. Minnesota Pork serves as a proactive voice to elevate pork as a protein of choice across consumer markets while ensuring the industry image reflects the farmers commitment to animal wellbeing, sustainability, consumer outreach and engagement.

With more than 3,000 pig farms across the state, Minnesota ranks second in the nation for pork production, both in value and in number of market pigs raised. Pork production alone is responsible for generating \$6 billion in economic activity for the state and has created 44,000 jobs including construction, trucking, feed milling, accounting, food processing, among others. Given the dynamic and complex interests of the producer community, a variety of comprehensive services are offered through two entities united under the Minnesota Pork Umbrella:

- **Minnesota Pork Board:** A mandatory state check off program that works to increase revenue and expand market demand for pork products through research, education, and promotion of pork. The Minnesota Pork Board is funded by the 3,000 pork farming families through the Pork Checkoff and receives USDA Oversight.
- **Minnesota Pork Producers Association:** A voluntary membership organization that works in partnership with the Pork Board to protect the interests of members by advocating for reasonable and fair legislation through a unified industry voice and positioning Minnesota as consistent and responsible supplier of quality pork while developing pork export markets across the globe.

Minnesota Pork builds on its impressive legacy by creating new programming to address dynamic shifts and industry trends impacting members today. Programming focuses on the leadership life cycle of stakeholders, prioritizing training, leadership development, and the investment in and development of rural communities. Minnesota Pork also builds collaborative partnerships and coalitions with partners and states, peer agricultural organizations, academic institutions, and key external stakeholder groups.

Finally, Minnesota Pork protects the interest of members by ensuring their freedom to operate and enabling producers to profitably and successfully produce a sustainable, safe, and healthy

protein to feed others. Minnesota Pork works to understand the impact of policy and regulatory changes, driving efforts to promote social, environmental, and economic sustainability, and ensuring opportunities for the next generation.

KEY RESPONSIBILITIES

The Chief Executive Officer (“CEO”) will serve as a passionate and inspirational advocate for Minnesota Pork by working collaboratively with the Board of Directors, staff, and key stakeholders to build on the organization’s rich legacy while proactively addressing the needs of the pork production community. The CEO will provide effective operational management and oversight of nearly \$4M annual revenue and 6-person staff. The CEO will ensure that Minnesota Pork provides a robust and relevant value proposition and fosters a culture of member engagement, advocacy, education, and service.

Specifically, the CEO is responsible for the following:

- Strategic Direction. Develops and implements a comprehensive and visionary strategic plan in conjunction with the Board, ensuring continued relevance and evolution tied to changes in the industry.
- Board Relations. Cultivates a strong and collaborative relationship with the Board of Directors built on trust and transparency. Provides regular feedback to the Board on strategic, operational, and programmatic matters impacting the organization, keeping them apprised of progress and success in meeting key goals in strategic and operational business plans.
- External Affairs. Serves as the organization’s primary spokesperson and represents Minnesota Pork before myriad audiences including members, policymakers, media outlets, peer associations, and other external stakeholder groups. Develops strong working relationships with a wide range of constituencies to build and support partnership and coalitions consistent with Minnesota Pork’s overall vision and core values. Develops, maintains, and strengthens relationships with government officials to advance policy priorities and advocate on behalf of membership before key government bodies.
- Programs and Services. Ensures a robust value proposition for members through development and delivery of best-in-class events, research, educational offerings, advocacy and services. Continuously assesses these offerings to ensure they are relevant and consistent with latest market trends and proactively innovates programming to meet the needs of members.
- Staff Leadership. Provides effective leadership of a professional staff who demonstrate a commitment to excellent member service and delivery of high-quality, cutting-edge events, policy, programs, and services. Sets a clear vision for goals and expectations, while encouraging an atmosphere that promotes collaboration and teamwork to support the mission and programs of the organization. Attracts, inspires, and retains a strong, motivated staff while developing future leaders for Minnesota Pork.
- Financial and Operational Oversight. Develops and ensures a balanced annual operating budget that is aligned to the strategic goals of the organization. Develops strategies to enhance the overall financial health of the organization. Provides fiscally responsible administration to maintain and grow the organization’s financial position, while anticipating market trends that may impact

Minnesota Pork's budget.

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS

Minnesota Pork seeks candidates of high ethical integrity, creative mindset and a strong passion for advancing the organization's mission and impact for members. The ideal candidate will be an innovative, progressive leader with proven advocacy and relationship building skills, and will possess significant organizational management experience, ideally with a track record working effectively within the pork or adjacent agricultural communities.

Specific experience and qualifications will include the following:

- Visionary leader capable of anticipating and addressing significant challenges and opportunities, with the agility, drive, and energy to achieve outcomes desired by the membership.
- Demonstrated success for effectively leading the development of a comprehensive and forward leaning strategic plan with the ability to execute upon that plan with appropriate timeliness, and responsiveness to meet key objectives and milestones.
- Outstanding interpersonal and persuasion skills, including the ability to serve as an influential, credible and persuasive spokesperson with a wide range of audiences including senior government officials, media, other industry groups, and the public.
- Experienced staff leader, with demonstrated track record for attracting, developing, and inspiring strong talent and building and managing a high-performing diverse team in a results-oriented, fast-paced environment. An inclusive leader who engages with staff at all levels of the organization and encourages their continued professional development and growth.
- Successful record of growing and diversifying an organization's revenue, identifying innovative sources of income, and driving sustainable growth through program development.
- A proactive, goal-oriented leadership style. Collaborative, with strong consensus building skills, both internally and externally.
- Unquestionable humility, character, demonstrated high moral and ethical behavior.

EDUCATION

Bachelor's degree required; Advanced Degree preferred.

COMPENSATION

A competitive compensation package will be made available to the qualified candidates.



KORN FERRY CONTACTS

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