



**Position Profile  
President & CEO  
LifeSpan Network  
Columbia, MD**

LifeSpan Network seeks a visionary President & Chief Executive Officer (CEO) to lead the organization and build upon its current successes and stellar reputation in the senior care community.

**The Organization**

LifeSpan Network is the largest senior care provider association in the Mid-Atlantic region, representing more than 250 senior care organizations in Maryland and the District of Columbia. LifeSpan's members are organizations that provide care and services to seniors across the continuum of care, including independent living, assisted living, nursing facilities, continuing care retirement communities, affordable senior housing, home health, adult day care, hospice and hospital-based programs.

Senior care professionals rely on LifeSpan Network to learn about the latest rules, regulations, best practices and trends in the field. LifeSpan advocates on behalf of the field with both the legislative and executive branches of State government. LifeSpan's subsidiary, The Beacon Institute, provides most of the professional education for the field.

The association has two subsidiary organizations, The Beacon Institute, and LifeSpan Products and Services.

The Beacon Institute

The Beacon Institute a 501(c)(3), is the preeminent educator for senior care professionals in the region, conducts grant-funded research and training, and offers educational scholarships. Beacon hosts expert educational programs to advance knowledge across the adult lifespan. Thousands attend the 60-70 programs organized annually at the Handelman Conference Center at Lifespan's headquarters and at other locations around Maryland. Beacon also hosts the largest annual senior care conference for the Mid-Atlantic region. Beacon manages a number of other annual conferences including one for the Maryland Association of Adult Day Services, and offers numerous multi-day clinical credentialing courses.

LifeSpan Products and Services (LPS)

LPS, a for-profit subsidiary of LifeSpan, offers a portfolio of products and services to members that help them save money and operate more efficiently. LPS programs focus on products and services critical to the operation of senior care organizations, such as insurance, food and reimbursement consulting.

LifeSpan Network is governed by a 22-member Board of Trustees and has a staff of 11 people. The organization's current budget is \$2.2 million. For more information, see [www.lifespan-network.org](http://www.lifespan-network.org)

### **The Position**

The President/CEO reports to the Board of Trustees, and provides direction and leadership for the organization's mission and vision, represents and speaks for the organization and its work, and is responsible for management and oversight of the services and programs offered by the association. The President/CEO provides organizational and administrative leadership and is responsible for assuring that the decisions, recommendations, and actions of the Board and Executive Committee are implemented.

The President/CEO will ensure that program and service objectives are achieved in a financially sound manner and demonstrate strong personal and strategic leadership and integrity. S/he will have a proven track record of implementing a strategy to assess and meet current community and member needs and identifying evolving needs; as well as evaluating progress and quality. The next President/CEO will succeed a valued long term leader, Isabella Firth, who has been at the helm of the association for 22 years, and will inherit an organization that is well-respected in its field, fiscally sound, with a motivated and engaged staff, and committed leaders serving on the boards of LifeSpan, Beacon and LPS.

### **Key Responsibilities**

Reporting to the board of trustees, the President/CEO will:

- Provide visionary and strategic leadership to implement the association's policy objectives and goals;
- Lead the financial and administrative functions to continuously assess availability of adequate resources to meet current organization needs;
- Evaluate and recommend new directions, programs, and policies that will result in the constructive growth of the association;
- Oversee programs and services, evaluate effectiveness, obtain and maintain data for internal and external purposes and ensure outcomes are measured;
- Develop and maintain professional relationships and serve as a spokesperson for the organization for purposes of informing, collaborating, and working in partnerships;
- Maintain a working knowledge of legislative issues and concerns of the membership and assure regular monitoring and intervention in the legislative process;
- Represent the association by attending and testifying before various hearings on legislative and proposed rules and regulations, and preparing written comments that reflect the association's positions;
- Manage effective communication with members regarding association services, legislative and regulatory developments and information regarding senior care; and
- Develop and recommend an annual budget and insure that all funds, assets and property of the organization are appropriately administered and reported.
- Market the association to provider member and affiliate members.

## **Experience and Attributes**

Ideal candidates for this position will demonstrate an ability to quickly integrate into the organization and become an engaged and inspiring leader. Candidates will bring a variety of experiences and attributes to LifeSpan Network, including:

- Seven or more years' senior level organizational management experience in an association or nonprofit;
- Exceptional interpersonal and networking skills, strong written and oral communication skills, and the ability to interact with diverse audiences;
- Business acumen and experience with administrative and fiscal management, budgeting, and operations;
- Experience and success as a transformational, visionary, and innovative leader;
- Experience in, or understanding of, professional health care education;
- Experience in, and understanding of, the Maryland healthcare market and Maryland public policy process;
- Consumer oriented and member focused;
- An inspiring leadership style with the ability to motivate and align staff with the vision for the organization;
- Experience working with a board of directors of a membership association and developing engaged and effective governance;
- Commitment to and skill with community involvement and engagement, building partnerships and collaboration with other organizations;
- A background in senior services, public health, public health policy and/or business;
- Master's degree, ASE Certification or higher preferred; and
- Knowledge of Maryland, its environment, people, culture, issues and relationships is preferred.

Salary will be competitive and commensurate with experience. Relocation assistance is not available.

## **Application Process**

To apply, e-mail your resume, a cover letter that explains your interest in and qualifications for the position, and salary requirements to: [searchcommittee@lifespans-network.org](mailto:searchcommittee@lifespans-network.org) (*e-mail applications are required*). For other inquiries, contact Catrese Brown at [catresebrown@gmail.com](mailto:catresebrown@gmail.com)

**LifeSpan Network is an equal opportunity employer. Resume review begins immediately. Interviews will begin in January 2017.**