



**CHIEF EXECUTIVE OFFICER AND PRESIDENT
NEA Member Benefits
Gaithersburg, Maryland**

Overview

NEA Member Benefits (NEA MB or the Company), a nonprofit organization in service to members of the National Education Association (NEA) and the Service Employees International Union (SEIU), seeks a strategic and mission-driven leader as their next Chief Executive Officer and President.

The National Education Association, the nation's largest professional employee organization, is committed to advancing the cause of public education. NEA's 3 million members work at every level of education—from pre-school to university graduate programs. NEA has affiliate organizations in every state and in more than 14,000 communities across the United States. Founded in 1967 as the NEA Teachers Service Corporation, NEA Member Benefits was created to support NEA members through critical programs and services responsive to member needs. In 2016, NEA MB entered a partnership with the SEIU to be their exclusive national provider of MB programs. With best-in-class products spanning financial services, insurance, investments, discounts, and travel programs and resources, NEA Member Benefits continues to provide education and service professionals with solutions that help make their lives better.

The next CEO and President will join one of the top-tier affinity marketing organizations at a period of continued growth and innovation. The CEO is responsible for the operations of NEA MB, including \$58 million in annual revenue and 106 mission-driven staff. Working with NEA MB leadership, key responsibilities for the new CEO include: driving member participation and revenue growth; creating and maintaining a talented, motivated and high performing staff; enhancing a positive and cohesive organizational culture; promoting racial and social justice within the Company and with the Company's partners; aligning Company activities to integrate and complement NEA's to create greater enterprise value; anticipating business and organizational opportunities and threats and developing strategies to address them; and maintaining the balance between corporate independence and support for the NEA.

NEA Member Benefits has retained Isaacson, Miller, a national executive search firm, to assist in the recruitment of the CEO and President. All inquiries, nominations, and applications should be directed in confidence as noted at the end of this document.

History

NEA Member Benefits is a nonprofit, taxable District of Columbia corporation, with one member, the National Education Association. Originally incorporated in Delaware in 1967 as the Teachers Services Corporation, NEA MB was established to develop personal and professional consumer products and content to add value to NEA membership and, by doing so, help NEA and its 52 independent state affiliates attract and retain members. In 2016, NEA MB entered a partnership with the Service Employees International Union (SEIU) to be their exclusive national provider of MB programs. This partnership expanded NEA MB's current marketing universe from NEA's current 3 million members to 5 million NEA and SEIU members. This union partnership has allowed NEA MB to develop the market power to negotiate benefits for professionals, support staff and service employees, thereby benefiting members in both unions, far expanding its reach. In 2020, NEA MB restructured itself from a for-profit company to a nonprofit organization, better reflecting its mission to provide value to members and its commitment to developing the resources necessary to invest in new products and services.

Current Context

NEA MB continues its mission to make NEA and SEIU members' lives better through carefully vetted, best-in-class programs and services. Rather than develop its own products and services, NEA MB works with large corporate partners like Bank of America, First National Bank of Omaha, Prudential, Rakuten, and Security Benefit to develop and market uniquely designed products to NEA members and SEIU members. NEA MB products run the gamut from credit card, mortgages, and personal loans, to life, health and casualty insurance, to investments, everyday discounts and student loan debt navigator programs. Currently, it manages more than 60 products, discounts, and services in 5 product program areas:

- *Financial Services:* credit cards, personal and education loans, mortgage, and student debt forgiveness/repayment services
- *Insurance:* options offered through the NEA Members Insurance Trust and additional vendors
- *Investments:* retirement savings and money management
- *Discount Programs:* exclusive consumer deals
- *Travel Programs:* travel discount partners and NEA Vacations platform
- *Solution Categories:* aggregation of helpful information in the form of articles, consumer guides, calculators, infographics, and partnerships with external organizations

NEA MB is self-sustaining, accepting no dues dollars from NEA or SEIU members. The Company generates its revenue through marketing agreements with companies manufacturing the

products and services offered to members. The relationship between NEA MB and the product suppliers is mutually beneficial: Members receive unique products and services, while the manufacturers of products benefit from NEA MB's proprietary marketing insights into members' needs and motivations.

Governance

NEA MB reports to a Board of Directors, which consists of the NEA President (or their designee), the NEA Vice President (who serves as Chairperson), the NEA Secretary-Treasurer (who serves as Vice Chairperson), two Executive Directors of NEA state affiliates, one President of an NEA State Affiliate, and two members of the NEA Board of Directors elected by the NEA Board of Directors. The Board meets four times per year to oversee the strategic direction of the Company, approve the budget and staff compensation plans, and recommend product sponsorship proposals to the NEA Executive Committee.

The Role: Opportunities and Challenges

The CEO will report to the Chairperson and Board of Directors of NEA Member Benefits (Company) and is responsible for the strategic direction and overall operation of the Company. The CEO provides leadership and management for 106 staff and \$58 million in revenue to ensure the long-term growth and viability of the Company. As part of the NEA Executive Director's leadership team, the CEO works closely with NEA's leadership to advance the goals of the NEA.

Specific opportunities and challenges include:

Driving member participation and revenue growth. MB sustains itself through revenue generated from member participation in MB programs. In a competitive affinity/consumer market, the CEO, in partnership with staff and business partners, must develop marketing and brand strategies and the products to support them, to drive member enthusiasm for, and participation in, MB products in order to meet the revenue needs and growth expectations of the Company.

Creating and maintaining a talented, motivated and high performing staff. The CEO will serve as a unifying and decisive staff leader, setting the overall leadership tone to preserve the best of NEA MB's positive, service-driven culture. They will support staff at every level, and promote high morale, teamwork, and unity of purpose throughout the dispersed organization.

Enhancing a positive and cohesive organizational culture. The CEO will work to adapt learnings of the pandemic to become an employer with happier and healthier employees, more efficient processes, and best-in-class work benefits and flexibility to its employees. As the organization grows, the CEO will lead with the high level of trust and collaboration consistent with NEA and MB culture.

Promoting racial and social equity within the Company and with the Company's partners. NEA MB is committed to promoting equality, inclusion, and justice internally and in its relationships to

corporate partners. The CEO will advance this commitment by helping to develop and adopt a racial justice framework in decision making internally, and to ensure current and future external partners are aligned with the Company's values.

Aligning Company activities to integrate and complement NEA's to create greater enterprise value. NEA and MB have deepened and expanded joint programmatic efforts over time. The CEO will institutionalize MB's commitment to the joint initiatives, magnifying impact by sharing data, systems, and knowledge.

Anticipating business and organizational opportunities and threats and developing strategies to address them. NEA MB continues to make substantial investments to improve member communications, engagement, and experience by gathering and analyzing member data, developing the underlying technology to drive that data collection and its use to create customized experiences for members. The CEO will operationalize integrated technology solutions and marketing to seize opportunities to innovate and improve the member experience.

Maintaining the balance between corporate independence and support for the NEA. NEA MB has not had a profit goal or expectation, even when it was a for-profit corporation. The financial goal is to earn sufficient revenue to sustain itself and provide the products, services, and content deemed of value by NEA and NEA members. The CEO will be charged with the maintaining the financial strength of the Company and its compliance with all legal and regulatory requirements.

Experience and Qualifications

While no one candidate will embody every quality, the successful candidate will bring many of the following professional qualifications and personal characteristics:

- Executive-level experience with NEA MB, the NEA, a state or local affiliate, affiliated organization, or other large and complex affiliate group for a minimum of 15 years;
- Experience at an affinity product management or marketing operation in the areas of insurance, financial services, or investments;
- Ability to create, articulate, and implement a strategic vision;
- Experience in a union-focused environment;
- Experience building and developing diverse and high performing teams;
- Strong business acumen and ability to identify threats and opportunities and frame solutions to address them;
- Ability to understand and leverage evolving technology, digital marketing, and data risk management;
- Ability to communicate and build strong relationships with boards of directors, governance and senior executives of NEA and its state and local affiliates, SEIU, and MB's principle business partners;
- Ability to work with equal effectiveness within the Association and business communities;

- Ability to take complex or politically sensitive issues and articulate them in a simple, effective manner;
- Unquestioned integrity and high emotional intelligence.

TO APPLY

Inquiries, nominations, referrals, and CVs with cover letters should be sent electronically to:

Ericka Miller, Partner
Katherine Stellato, Managing Associate
Isaacson, Miller

<https://www.imsearch.com/search-detail/S8-470>

NEA MB is committed to recruiting and maintaining a qualified, diverse workforce.