



# Opportunity Profile

## Chief Executive Officer



OCTOBER 2021



# OPPORTUNITY PROFILE

## CHIEF EXECUTIVE OFFICER

### GREATER SEATTLE PARTNERS

Greater Seattle Partners (GSP) was founded as a public-private sector initiative to establish a leading regional economic development organization in the greater Seattle region. Formed under the leadership of Challenge Seattle, an alliance of CEOs from 17 of the region's largest employers, GSP is the culmination of efforts to support broad-based economic growth throughout the region and establish a bold vision for greater Seattle's future.

Greater Seattle is home to big ideas and fosters a culture of innovation and entrepreneurship. Their skilled labor force is unmatched. From aerospace to shipping, to software development and groundbreaking research, their game-changing drive sets this region apart. Greater Seattle's workforce is 2.1 million strong and gains nearly 20,000 new workers every year from other domestic and international cities.

In 2020 and 2021, GSP led the development of the region's economic recovery framework, now in its implementation phase with GSP's support along with other regional partners. Branded as Forward Together, GSP supports the regional recovery from pandemic impacts with leadership toward more equitable investments and economic growth regionwide.

Greater Seattle Partners offers the following services:

➤ **BUSINESS AND INVESTMENT ATTRACTION  
INBOUND MISSIONS & SUPPORT**

- GSP coordinates and hosts inbound international business delegations and creates high-value programs that ensure productive visits. GSP has an extensive network of regional contacts and is able to make connections across industries and jurisdictions to foster global business and collaboration. GSP strategically sits at the intersection of private business, local government, and economic development, which enables the facilitation of international connections and investment for regional job creation and growth.

**OUTBOUND TRADE MISSIONS & EVENTS**

- GSP forges international business connections through targeted outbound missions. These trips are opportunities for diverse groups of regional leaders and representatives to strategically promote and grow the greater Seattle region. Outbound business development missions advance specific opportunities to invest in ongoing relationships and identify new opportunities.



**Todd Jorgenson**  
**Managing Director and**  
**Principal**

### APPLICATION PROCESS

For consideration, please submit a letter of interest and résumé Jorgenson Consulting, Inc. at [GSP@jci-inc.net](mailto:GSP@jci-inc.net)  
[www.jci-inc.net](http://www.jci-inc.net)

[Link to GSP website](#)



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- **SITE SELECTION** - GSP attracts national and international companies and investments to support job growth in their region's diverse industries. They use evidence-based research to understand target investment opportunities and support companies and site selectors.

**BUSINESS LOCATION** – Whether a company is local looking for information about the region, or an outside company or institution considering greater Seattle for their next location, GSP helps navigate the process. They work closely with the public and private sectors to ensure you have the information and tools you need.

- **MARKETING AND PROMOTION** – GSP leads proactive marketing and advertising of the region's competitive advantages, including target industry and regional campaigns worldwide for business attraction and trade development. GSP collaborates with partners regionwide to provide the outreach needed for strategic economic growth.
- **BUILDING CONNECTIONS** - GSP facilitates cross-sectoral introductions and collaboration among business and civic leaders who are committed to economic development and global engagement to enhance their competitiveness and address historic and systemic inequities. GSP convenes global executives and civic leaders to foster dialogue and knowledge sharing around common interests, challenges, and opportunities.
- **RESEARCH AND ANALYSIS** - GSP will serve as the region's resource for sophisticated data analytics and research that showcases their region, supports GSP promotion and recruitment initiatives, and summarizes current economic trends to support our partners.
  - Among the key data points that GSP tracks are new investments coming into the region, jobs created by those investments, and new business attraction and capital investments in the region.
  - GSP conducts a comparative analysis of economic data in other US regional metros that will provide evidentiary support for investment in greater Seattle.

### **Top 10 Private Investors**

Boeing  
Microsoft  
Amazon  
Kaiser Permanente  
Providence/Swedish  
JPMorgan Chase  
Puget Sound Energy  
Alaska  
Facebook  
CHI Franciscan

### **Top 10 Public Investors**

King County  
City of Bellevue  
Snohomish County  
Port of Seattle  
City of Auburn  
Port of Everett  
City of Everett  
University of Washington  
Tacoma Public Utilities  
City of Tacoma

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### CHIEF EXECUTIVE OFFICER SUMMARY OF DUTIES

The Chief Executive Officer (CEO) will have the opportunity to lead and support the collaborative endeavor to foster greater coordination and cooperation within the Puget Sound region to support trade and economic development that is broad-based, inclusive, and provides an opportunity for all of the region's residents.

Reporting to the Board of Directors, the CEO will provide oversight, strategic guidance, and management direction to a staff of economic development professionals to support strategic initiatives to further economic development in the Puget Sound region.

### RESPONSIBILITIES

#### Organizational Leadership and Management

- Execute GSP's vision and strategic plan that includes actionable strategies with defined goals and outcomes to support trade and economic development in the Puget Sound region.
- Implement all policies adopted by the Board of Directors and direct and manage the daily operations of the business and its employees.
- Perform highly professional management and administrative work in planning, organizing, coordinating, fundraising, and directing trade and economic development programs, including efforts to expand trade and attract business and commerce.
- Ensure an organizational structure with clear roles and accountability; foster a culture that rewards productivity and innovation.
- Continually seek to improve and develop processes and systems to enhance operational excellence.
- Ensure compliance with all legal matters.

#### Trade and Economic Development

- Lead a team devoted to strengthening targeted recruitment, trade, and growth of businesses and industries across the region.
- Oversee necessary research, marketing, and site facilitating programs to enhance economic development, trade, and job growth within the region.
- Coordinate with the private sector, ADOs, municipal government entities, and other economic development organizations as appropriate to conduct site tours and give presentations for the purposes of identifying, attracting, and promoting the region to new businesses and industries.





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## CHIEF EXECUTIVE OFFICER

- Partner with international organizations throughout the region to develop and implement trade development strategies in countries/regions of interest.
- Develop a system for data collection of economic indicators for the region and create regular reports for the benefit of the Board, community partners, and the business community.
- Develop and sustain trusting relationships with the leadership of prospective companies, national and international site selectors, and commercial and industrial realtors.
- Evaluate programs to ensure available resources of the region align with the needs to support business recruitment and trade promotion.
- Coordinate with the private sector, regional ADOs, and economic development partners to prepare development proposals for private development companies and businesses. Proactively identify opportunities for collaboration with the private sector, ADOs, municipal government entities, and other community partners to promote the region.
- Effectively collaborate with the private sector and regional workforce development entities by strategically leveraging local talent, compiling workforce and education data, developing future markets, and coordinating on specific recruitment opportunities.

### **Board Support and Leadership**

- Serve as chief liaison to the Board of Directors, including facilitating agenda setting, Board member orientation, and proactive communication and record-keeping.
- Propose and develop policies to competitively position the region for business attraction, trade and investment.
- Regularly communicate to the Board on the organization's financial position and progress against established objectives.
- Lead the creation of annual operating plans and budgets.
- Assist in the selection and recruitment of Board members who will advance the organization's mission.
- Support and participate in the Board's evaluation of the CEO, including a self-evaluation.

### **Fiscal Management**

- Plan, oversee, and monitor all financial aspects, assuring compliance with all laws, regulations, and accounting standards.
- Excellent financial management and stewardship of resources.
- Monitor all accounting and fiduciary functions, including asset management, banking, payroll, purchasing, taxes, and financial reporting.
- Proactively seek opportunities to enhance the financial position of the organization.

### **Public Relations and Marketing**

- Oversee the continued refinement and promotion of the region's "brand"; champion the brand both internally and externally, and serve as the public face of the organization.
- Identify the need for and oversee the development of a variety of regional, national, and international marketing materials and programs to promote the region.
- Represent the organization to the media on matters of economic and business development, either alone or in conjunction with Board members and/or community officials.
- Develop high-level networks with representatives of local, state, and federal governmental agencies, business and industry, regional and community agencies, and other business and economic development organizations (e.g., Chambers of Commerce, tourism associations).

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### CORE COMPETENCIES

- Have a sound understanding of economic development organizations and how they work with the private and public sector in addition to state and federal agencies and community partners to strengthen commerce and the economy (high-level network to include local, state, federal governmental agencies, as well as business and industry associations).
- Demonstrate knowledge of international business and markets, trade mission development, international protocol, and cultural competency.
- Be adept at interfacing with the business community.
- Build a culture of trust and collaboration amongst private and public-sector entities across the region.
- Be a passionate, energetic, innovative, and capable leader.
- Demonstrate a commitment to ethical business conduct and foster a culture of compliance and ethical conduct.
- Demonstrate strategic thinking and a track record of execution.
- Be a highly effective communicator.
- Embrace change as a baseline for success.
- Form great teams to carry out the work.

### QUALIFICATIONS

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the job functions.

- Bachelor's degree and at least eight (8) years of progressively responsible senior leadership experience, with a track record of success and proven results in leading a complex organization. Master's degree helpful.
- Business acumen and project management skills.
- Proficiency in community economic and business development, trade promotion, and strategic planning.
- A robust network of corporate and economic development professionals nationally and internationally.
- Understanding of the changing dynamics of the business environment in the Puget Sound region and what is required to attract businesses to the region.
- Strong character, with emotional intelligence, authenticity, and a broad perspective.
- Ability to collaborate with community partners and diverse groups of people and interests.
- Superior interpersonal and organizational communications, ability to build and sustain working relationships.
- Ability to deal calmly, rationally, and tactfully in a creative, fast-paced, and occasionally stressful environment.
- Sound knowledge of computers, including Microsoft Office programs.
- Valid driver's license and passport required.

*"The successful candidate will be expected to develop strong working relationships with a wide range of individuals and organizations including elected officials, corporate executives, staff and economic development partners."*

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### SELECTION PROCESS

Jorgenson Consulting will evaluate candidates for this position. The most qualified individuals will be invited to participate in the next phase of the selection process. For consideration, please submit a letter of interest and résumé to Todd Jorgenson at [GSP@jci-inc.net](mailto:GSP@jci-inc.net)

### REFERENCES AND BACKGROUND INFORMATION

There will be an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client, and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of the background investigation, which may include verification of education, social media background, credit check, criminal and driving records. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.

**Greater Seattle Partners is an Equal Opportunity Employer.**