

# VIEWCREST ADVISORS

## Chief Executive Officer

Position Description

2018



**PrimeGlobal**

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## THE ORGANIZATION:

PrimeGlobal ([www.primeglobal.net](http://www.primeglobal.net)) is one of the 5 largest associations of independent accounting firms in the world, comprised of approximately 300 highly successful independent public accounting firms in over 80 countries. PrimeGlobal's independent member firms house a combined total of over 2,000 partners, 22,000 employees and combined revenue of over \$2.5 billion.

PrimeGlobal formed via merger, with three founding organizations that simultaneously chose an association model of shared operational data and referrals only. Along with game-changers in the accounting profession – specialization, virtual working, millennials, technology, globalization -- partners became hungry for a broader group to share ideas: one where everyone agreed that association status is important, where ability matters more than geography, and where relationships matter most of all.

PrimeGlobal's member firms know and care about each other – which makes them masters of the seamless transition. Clients get the best of all possible worlds: a local firm that really knows them and their business, and an international, multidimensional powerhouse. Members retain their firm independence and access a powerful marketplace of ideas; the association is committed to:

- Be a member firm's resource for solutions to clients' accounting, auditing, tax, and consulting needs globally... *without dictating their work practices*
- Provide access to expertise ... *without telling them who their clients can be*
- Give them the world ... *without the legal liability of membership in a global network*

## THE OPPORTUNITY:

PrimeGlobal's Chief Executive Officer will join at a critical moment, as the association moves into its next phase of growth and impact. This is an outstanding opportunity for an accomplished and collaborative association leader to: refine and implement a global strategy; mentor, manage and develop a dedicated, multi-country team; and oversee innovative, value-added membership events, communications approaches for referrals, and knowledge sharing.

**Reports to:** PrimeGlobal World Board of Directors

**Direct reports (7):** Chief Marketing Officer; Chief Regional Officers for: Asia-Pacific; EMEA; Latin America; North America; Global Events Director; Controller, World, EMEA & Asia Pacific

**Location:** Open; most likely North America or Western Europe

### **Strategic Leadership**

- Maximize PrimeGlobal's value to members by driving excellence in service and growing the association with high quality partner firms. Appropriately engage the World Board in strategic decision-making.
- Support the World Board in its important governance and fiduciary role; provide financial reports and transparency on operations.

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- Ensure long-term, sustainable growth through intentional member development and retention.
- Represent the association externally to ensure that PrimeGlobal's value proposition remains strong, relevant and sustainable; cultivate partnerships with industry groups.
- Through member engagement and market scans, identify opportunities to innovate service offerings.

## ***Team Management, Culture and Development***

- Unify existing regional and global staff (~20) through active team engagement and management.
- Clearly define staff roles, accountabilities and decision rights; empower colleagues to both take action *and* ownership.
- Actively support professional development and growth.
- Model and reinforce a positive performance culture.

## ***Organizational Management & Operations***

- Engage the management team in the translation of PrimeGlobal's strategy into measurable annual goals, priorities and workplans.
- Drive performance against those goals.
- Develop budgets and workplans that support the diversity of projects, and differentiated needs, across regions.
- Lead the resource allocation process to dually ensure impact and ROI.
- Ensure accuracy in financial planning, management and reporting.
- Invest in PrimeGlobal's technology infrastructure in ways that enhance value for, and connectivity among, members.
- Improve the performance of key processes, to include operating plan development, financial management, budgeting and referrals management.

## ***Communications***

- Build trusting relationships and effectively communicate with staff, boards and members.
- Serve as a compelling representative for PrimeGlobal to external constituents.
- Manage World Board and Regional Board expectations; negotiate "win-win" solutions, and facilitate Board/Staff relationships.
- Remain calm under pressure.
- Accept and provide meaningful and productive feedback.

## **QUALIFICATIONS**

- Significant global professional services leadership experience, ideally with a track record driving business development and evolving service offerings in a member-driven association.
- Can point to tangible examples of success:
  - Refining and executing on ambitious strategic plans;
  - Setting clear priorities;
  - Guiding investment in people and systems within a lean and virtual environment;
  - Ensuring operational excellence and efficiency;

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- Developing meaningful budgets that thoughtfully allocate resources for maximum impact;
- In people leadership, talent development and succession planning; and
- Effectively communicating across a multi-stakeholder environment, and across cultures.
- Understands, and has ideally supported, best practices in governance.
- Other qualities: resourceful, adaptive, energetic, relationship-oriented, collaborative and transparent
- Fluency in verbal and written English. Multilingual skills a plus.

Please share nominations or submit a resume and cover letter, in MS Word format, to Kathleen Yazbak, Founder and Nora Nichols, Associate at Viewcrest Advisors: [apply@viewcrestadvisors.com](mailto:apply@viewcrestadvisors.com)