



POSITION SPECIFICATION

CHIEF EXECUTIVE OFFICER & PRESIDENT WASHINGTON, DC

OUR CLIENT

Truth Initiative is the nation's largest public health organization dedicated to achieving a culture where young people reject smoking, vaping, and nicotine and a future where tobacco and nicotine addiction are a thing of the past. The organization embraces its core values of courage, curiosity, collaboration and commitment in achieving its mission and in creating an environment where all are welcome and empowered to succeed.

Truth Initiative (originally known as The American Legacy Foundation) was founded out of the historic 1998 Master Settlement agreement between 46 US states and four major tobacco companies. The MSA is also the organization's guiding document.

Truth Initiative was originally funded via proceeds from the Master Settlement Agreement and received money via this mechanism through 2006. Since then, the organization has been supported primarily via investment of its long-term funds as well as small grants, contracts, and sponsorships. In 2013, the Board of Directors of Truth Initiative made the critical decision to focus on near-term impact vs. long-term perpetuity and has operated in that mode through today with an annual operating budget of approximately \$115 million.

In 2020, Truth Initiative celebrated 20 years of saving lives and preventing millions of young people from becoming smokers. Their impact has helped drive the teen smoking rate down from 23 percent in 2000 to a historic low of under 2 percent in 2022. The truth about tobacco and the tobacco industry are at the heart of the organization's proven-effective and nationally recognized **truth**® public education campaign and **truth**-branded programs which also include **truth x This is Quitting**, the nation's leading vaping cessation program for young people with over 540,000 enrolled, and **Vaping: Know the Truth**, a middle and high school curriculum which has been taken by over 500,000 students. Truth Initiative partners with many other public health nonprofit, academic, and government entities in the effort to end the impacts of tobacco and influence of the tobacco industry within the United States. For example, during FY2022, the organization published more than 35 peer-reviewed journal articles, led seven major convening events in person and online reaching a broad national audience, and engaged directly with elected officials, thought leaders and leading media outlets. Truth Initiative also works with youth across the nation to engage them in anti-tobacco efforts on the ground and develop them as leaders in their communities to influence their peers and adults who are aligned with our mission.

Truth Initiative is based in Washington, DC and has 140 employees. The organization is structured into four Program Areas Specifically: Youth Public Education (the home of the **truth** campaign); Research and Policy (the home of the Schroeder Institute - field leading tobacco control and evaluation science and research center); Community and Youth Engagement (the home of youth activism, tobacco-free universities, and school curriculum efforts) and Innovations (the home of youth and adult digital cessation programs).

Truth Initiative is seeking a new CEO & President due to the announced retirement of Robin Koval who has led the organization since 2013.

THE CURRENT SITUATION

Truth Initiative is at a pivotal point in its history and achievement of its mission. While youth and young adult smoking is at an all-time low (below 2 percent past 30-day prevalence), youth and young adult vaping is a persistent and serious risk to young people. The latest data from multiple sources indicate that approximately 15 percent of teens and a higher percentage of young adults have used e-cigarettes in the past 30 days. E-cigarettes are now the most commonly used form of nicotine among young people. The tobacco industry is aggressively investing in growth of these products as well as other non-combustible forms of nicotine such as flavored, nicotine pouches. All of this means that while the organization can proudly say that it accomplished the original job it was created for – to end youth smoking – a new one has arisen, that means the job is not done. Truth Initiative is making significant and measurable impact at the population level in reversing this problem via highly effective and efficient prevention and cessation programs targeted to those 15-24, but it will take time to achieve a prevalence rate among young people of below 5 percent as the organization did with smoking. Another key factor influencing mission achievement is the significant health disparities that exist in the US which impact reducing and ultimately eliminating the negative health consequences of tobacco. The tobacco industry has long targeted and benefited from communities of color, the LGBT population, those with mental health issues, and other groups that have been economically and socially marginalized.

The organization is about to commence a new three-year strategic plan that will guide it over the periods FY2024-FY2026 and that will continue the organization's high investment strategy, current budget, and existing programs in order to maximize impact against its youth/young adult target during that time. As before, this strategy allocates a majority of program effort and budget to paid truth-branded media programs across digital and social channels that are highly targeted to 15-24 year old's. While Truth Initiative is confident that this will continue to produce significant behavioral change and help to measurably drive down youth/young adult tobacco use of any kind, this direction also means the organization will face a major financial cliff within the next five to seven years unless a significant recapitalization, either via private or public funding, can be identified and accomplished.

Creatively and effectively driving programs and leading teams dedicated to producing measurable impact at the population level while also addressing the financial and operational realities facing the organization will be the key challenge for its next CEO.

THE POSITION**CHIEF EXECUTIVE OFFICER & PRESIDENT***Washington, DC*

The Chief Executive & President is the leader and public face of the organization. With the guidance and governance oversight of the Board, and working with a senior management team, the CEO has chief executive authority and accountability for all aspects of Truth Initiative's operations, and for integrating them all in support of the organization's mission. The Chief Executive & President will work closely with the Board Chair and individual Directors to enable the Board to perform its governance function and facilitates optimum interaction between the Board and management.

The Chief Executive & President will:

- Serve to develop and articulate the vision and mission of the organization and serve as key spokesperson to both internal and external audiences.
- Develop and recommend for Board approval the specific long- and short-term programmatic, policy and financial goals for the organization, the strategies, tactics to achieve them and metrics to assess progress over time.
- Perform executive leadership, financial management, procedure establishment, and oversight functions associated with effective and efficient operation of an organization, carrying out a complex array of diverse activities on a national scale.
- Identify and collaborate with like-minded organizations and individuals, and create relationships with them in order to multiply the impact of Truth Initiative's direct expenditures and help to achieve the vision of a future where tobacco and nicotine addiction and the industries that support them are a thing of the past.
- Represent Truth Initiative to relevant stakeholders and constituencies -- national, regional and local opinion leaders, policy makers at all three levels of government, business and community leaders, public health and non-profit leaders, expert academics and practitioners, the media and the public at large.
- Inspire, motivate, nurture, and where necessary renew an effective management team which assures the recruitment, training and retention of skilled staff.
- Work with the Board of Directors to identify and secure the long-term financial sustainability of the organization and at the same time be experienced and capable in executing major organizational restructuring as necessary and consistent with Truth Initiative's long-term financial glidepath.

QUALIFICATIONS

The capacity most needed in the CEO is the ability to lead -- the combination of vision, will and talent and demonstrated capacity to achieve impact that will continue Truth Initiative's record of success, inspire others to work at, collaborate with, and support the organization and its mission. Within this overall leadership capability, the CEO should have as many as possible of the following characteristics and capacities:

- A solid track record of effective management of a complex organization involving multiple professional specialties and cultures and the demonstrated P&L, operational and people skills to motivate a strong, diverse management team suited to the demands of such an organization. The demonstrated expertise to hold team members to high standards of accountability while supporting and developing their professional capabilities;
- Experience developing and executing major organization re-structuring including strategic, operational, financial and communication requirements of such efforts. Experience identifying and executing strategic financial partnerships, asset sales, co-ownership structures or re-homing existing programs within new entities is also a plus but not a must. Familiarity with major legacy grant-making is also a plus;
- Experience with creative use of media and messaging – paid, earned, and owned -to achieve behavioral change;
- Demonstrated effectiveness at working successfully with a Board;
- Successful experience working in a highly competitive and/or adversarial environment where very well financed competitors and aligned actors work tirelessly to thwart and reverse progress. In this context, the candidate should exhibit the courage, discipline, perseverance, unfailing energy, capacity to persuade, resilience, and familiarity with the dynamics of creating behavioral change necessary to build and maintain forward progress amid powerful opposition tactics and shifting public opinions and priorities;
- Passionate, goal-oriented commitment to Truth Initiative's mission, belief in the organization's actual and potential capacity to save lives, and unflinching determination that this potential will be fully realized. Experience in anti- tobacco work is a plus, but is not required;
- The vision, leadership qualities, strategic thinking capability, creativity and results orientation to form and propose for Board approval programs which can build on past successes and accomplish significant, measurable reductions in youth and young adult tobacco use, particularly among populations most impacted by tobacco health-related disparities;
- Established professional leadership credibility in the eyes of leaders of other major organizations, stakeholders and public policy makers in tobacco control, public health, cause advocacy, or a related field, or convincing evidence of the generic capabilities necessary to earn such recognition in relatively short order;
- Understanding and a deep interest in the relevant public policy issues and the policy making process to be a credible overseer of an agenda of action-informing research and policy maker education programs, and a deep interest in relevant scientific concepts and challenges to understand basic findings and to present and explain their implications in terms accessible to lay audiences;

- Demonstrated ability to oversee and manage financial and other resources effectively and accountably, to allocate resources equitably among competing needs and constituencies, to maximize impact at scale and to make tough, even unpopular decisions when necessary;
- Demonstrated ability to develop and lead the execution of institutional-scale fund raising strategies is an important plus, but not a requirement, although a willingness to lead such efforts is a must;
- An advanced degree is preferred, but equivalent experience will also be considered.

PERSONAL CHARACTERISTICS

- Highly advanced communication and other interpersonal skills, together with acute cultural sensitivities and deep familiarity with communication techniques which are best at reaching youth and underserved populations;
- Demonstrated problem solving capacity, openness to the ideas of others, and receptivity to promising new approaches. An entrepreneurial attitude and a commitment to developing others, sharing credit in success and taking responsibility in failure;
- The self-knowledge, personal security, and ego control necessary to deal effectively with strong institutions and personalities, to complement themselves with very able co-workers, and to identify their personal success with the success of the organization;
- An exceptionally keen intellect, strong intellectual curiosity, an eclectic taste for learning, and demonstrated ability to quickly absorb new knowledge to the level necessary to exert effective oversight, delegation, and critical faculty in subject areas that may be largely new to them;
- Rock solid personal integrity, as demonstrated throughout their career.

Truth Initiative does not discriminate, and all qualified applicants will receive equal consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability.

All resumés and qualifications for this position must be received no later than April 27, 2023.

CONTACT

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