



# Opportunity Profile

**President and CEO**



September 2017

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## President and CEO

### One Acadiana

One Acadiana (1A) is a business-led organization that launched in 2015 out of the former Greater Lafayette Chamber of Commerce. 1A is focused on making Acadiana one of the most sought-after places in the South for business and professional talent. 1A serves as Acadiana’s regional economic development group and as the central chamber of commerce for Lafayette.

Representing over 1,000 businesses throughout a nine-parish (county) area in South Louisiana, 1A is home to Acadiana’s most engaged business leaders and a team of 20+ full-time professionals. Since completing a five-year \$15 million campaign in 2015, the organization has established a strong regional framework and garnered wide-spread support for initiatives. The approach to improving Acadiana’s business climate rests on three core strategies:

1. **Make it competitive:** Cultivate a portfolio of regional assets, infrastructure, and policies for competitive success
2. **Tell our story:** Strategically market and promoting our region to business and professional talent
3. **Make it beautiful:** Revitalizing our urban core, and leveraging that expertise for similar efforts around the region

In order to improve the quality and long-term sustainability of the regional community and economy, 1A believes business needs to contribute effective leadership. 1A knows achieving their full potential will require a collaborative approach, which is why they built an inclusive organization that welcomes investors, members, and community partners to work with them in making Acadiana a place that defies social and political fragmentation by forging alliances and developing solutions.

Over the past three years, 1A has made significant progress against short- and long-term initiatives. The following elements encapsulate 1A’s work:

- **Business Development:** Programs designed for business recruitment, expansion, and retention, including greatly expanding the portfolio of development-ready sites and buildings, and launching a national marketing campaign aimed at business decision makers.
- **Public Policy and Governmental Affairs:** Providing consistent strategy and public policy leadership in transportation infrastructure, workforce development, education, and other economic competitiveness issues.
- **Urban Revitalization and Development:** Initiatives to improve the core, including major gateway improvements and catalyst development projects to spur economic activity.



804 E St. Mary Blvd.  
Lafayette, LA 70503  
<http://oneacadiana.org/>

#### APPLICATION PROCESS

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

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- **Community Engagement:** Cultivating regional cohesion among the nine parishes and creating opportunities for stakeholders to network, access resources, and build a better community. With nearly 100 events each year, leadership programs, and exposure opportunities, the organization provides a strong value proposition for businesses.

1A is located in the City of Lafayette and serves a region of roughly 700,000 people with a vibrant culture and unique entrepreneurial spirit. More information at [OneAcadiana.org](http://OneAcadiana.org).

## President and CEO

The President and CEO is responsible for providing strategic leadership to ensure the organization is the leading force in the improvement of the business environment, economic health, and development of Acadiana. The President and CEO will build on the success of 1A, which has been nationally recognized for its successful programs to spur economic growth and enhance community competitiveness. The position reports to the Board of Directors and leads a team of 20+ full-time professionals.

### Responsibilities:

- Work with the Board to optimize achievement of the mission through identifying and recommending short term and long term solutions and actions for issues faced by the region.
- Take the lead role in mobilizing an engaged business leadership to shape the regional agenda, promote business development, and enhance economic competitiveness.
- Lead, develop, and manage the implementation of the organization's long-range objectives and annual business plan initiatives, including the five-year strategic plan: *The Campaign for One Acadiana*.
- Oversee efforts to strategically market and sell the region to business and talent, especially within the identified five target industry sectors.
- Manage implementation of a comprehensive policy, and advocacy agenda focused on improving the region's economic competitiveness, including issues of transportation infrastructure, workforce development, education, and quality of life.
- Accelerate efforts to revitalize the urban core and leverage that expertise for similar efforts around the region.
- Cultivate private- and public-sector investment and cooperation to ensure adequate revenue and funding of operations.
- Provide stewardship of the organization's budget and fiscal performance in relation to strategic goals.
- Serve as the primary spokesman for the organization and wider regional business community.
- Maintain and strengthen regional and statewide partnerships, relationships, and coalitions consistent with the organization's mission.
- Attract, recruit, and maintain a high-quality professional staff, including maintaining a workplace with clearly defined responsibilities, which promotes teamwork and is accountable for achieving results.

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### Skills and Competencies:

- Visionary and energetic leadership, which inspires trust, examines strategic possibilities and synthesizes a shared vision and strategic direction.
- Ability to mobilize community stakeholders, especially adept at building consensus and inspiring and motivating others to perform.
- Excellent communicator before large audiences and in private settings, with the desire to engage the wider business and civic community, and within the political arena.
- Economic development experience and expertise, including a comprehensive knowledge of the principles and practices of economic development
- Executive mindset, capable of quick absorption of information, broad thinking, thorough analysis, and decisive action.
- Leadership through setting goals and objectives, planning and tracking multiple projects, and holding staff accountable.
- Demonstrated commitment to personal excellence, ethical behavior, and integrity.

### SELECTION PROCESS

Candidates for this position will be evaluated by Jorgenson Consulting. 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.

### REFERENCES AND BACKGROUND INFORMATION

It is One Acadiana's policy to complete 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, 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.

## EDUCATION AND EXPERIENCE

Bachelor's degree (advanced degree preferred) in an appropriate field.

Minimum ten years experience in business, government, and/or a non-profit organization, with evidence of increasing leadership responsibility.

Demonstrated experience managing teams and implementing initiatives with multiple stakeholder groups.

Proven track record of success in achieving strategic objectives.

Significant experience in senior management is preferred.

## COMPENSATION

Salary will be competitive and commensurate with experience and qualifications.