



Position Specification
President

2025



POSITION SPECIFICATION

Position	President
Organization	National Ready Mixed Concrete Association (NRMCA)
Location	Alexandria, VA
Reporting Relationship	The President reports to the Officers through the Executive Committee
Website	https://www.nrmca.org/

BACKGROUND

Founded in 1930, the National Ready Mixed Concrete Association (NRMCA) is the leading industry advocate whose mission is to create opportunities for our members and the industry to prosper through leadership in safety, environmental and operational excellence, promotion, advocacy, workforce development, and concrete technology advancements.

NRMCA works with independent state associations on issues including promotion and regulatory concerns and extends as appropriate to what they can nationally. Our commitment to our members is second to none and we strive for constant communication on the latest information, products, services, and programs to help our members expand their markets, improve their operations, and amplify their voice in Washington, DC.

The NRMCA maintains committees in which members and professional staff work together to support the mission. They include Audit and Finance, Business Advancement, Concrete Promotion, Divisions/Bureaus, Engineering & Standards, Environmental & Operations, Government Affairs, Membership, Nominating, Political Action, Research, Safety, and Workforce Development.

NRMCA'S Vision: Lead a united and prosperous industry ensuring ready mixed concrete is the premier construction material for building resilient and sustainable communities.

NRMCA's Mission: The NRMCA creates opportunities for our members and the industry to prosper through leadership in safety, environmental & operational excellence, promotion, advocacy, workforce development, and concrete technology advancements.

NRMCA's Value Proposition Statement: With nearly 100 years of experience, NRMCA is a trusted partner to the entire concrete industry. NRMCA guides its members to the highest standard, challenging them to become thought leaders in innovation, advance their business operations, develop their personnel, and emphasize the critical role concrete plays in our daily lives.

NRMCA's Values: The NRMCA leads with integrity, accountability, transparency, responsiveness, innovation, and collaboration.



Among NRMCA's key member services are the following:

Advocacy. NRMCA's Government Affairs team represents the ready mixed concrete industry in Washington. Leveraging relationships on Capitol Hill, Federal Agencies and in the Administration. Government Affairs advocates for legislative and regulatory outcomes that benefit our members and help their businesses thrive. Government Affairs identifies key political, legislative, regulatory, and policy issues and engages and educates both the industry and decision makers on their importance.

Professional Development. NRMCA offers a robust series of courses throughout the year designed to grow the skills of concrete professionals. These courses provide participants both access to the best industry issue information, the opportunity to network with industry peers, and grow their leadership skills at both the industry and association level.

Certifications. NRMCA offers certifications for both ready mixed concrete industry facilities and employees. Certifications provide a competitive edge in the industry, showing customers and regulatory agencies that certified producers understand and support measures to provide the highest quality ready mixed concrete in the safest and most efficient ways possible.

CONEXPO-CON/AGG. NRMCA is a principal sponsor of CONEXPO-CON/AGG. This show features almost 3 million net square feet of exhibits including an information technology pavilion and an emphasis on live demonstrations throughout the exhibit areas. The show brings together contractors, materials and producer perspectives at the largest exposition ever held in the Western Hemisphere for the construction, aggregates, and ready mixed concrete industries. CONEXPO-CON/AGG is a living example of the incredible advances made by the construction industry. It is a culmination of the industry's contributions throughout our history and a showcase for our future.

Goals from 2023 - 2025 Strategic Plan:

The NRMCA has operated under a multi-year strategic plan focusing on the following pillars:

- **Advocacy:** Ensure political, policy, legislative, and regulatory outcomes that benefit the membership.
- **Business Advancement:** Provide members with resources and education dedicated to the advancement of business performance and economic success.
- **Concrete Technology Advancements:** Advance the quality performance and sustainability of ready mixed concrete to ensure its selection as the preferred building material.
- **Member Engagement:** Recruit, retain, and engage members ensuring NRMCA represents a growing majority of ready mixed concrete production in the US.
- **Promotion:** Increase the market share of concrete in resilient and sustainable buildings and local paving through communications, advocacy, education, and design / specification assistance.
- **Safety Environmental & Operational Excellence:** Strengthen the safety performance, environmental stewardship, and operational excellence of member companies.
- **Workforce development:** Enhance member recruitment, selection, hiring, career development and retention efforts to ensure a highly engaged, superior workforce.



NRMCA is in the process of creating the next Strategic Plan. A team of member stakeholders are working to develop an industry inclusive strategy focused on creating the Association required for future success. The new President will be engaged in the vetting and implementation of the document.

THE CANDIDATE

The President provides visionary leadership and strategic direction to the NRMCA, working closely with the Board, staff, members, and stakeholders to fulfill NRMCA's mission. This role involves overseeing all aspects of the association's operations, including membership services, advocacy, industry leadership, financial management, and staff development. The President serves as the primary spokesperson for the organization and ensures that NRMCA remains the leading voice in the ready mixed concrete industry. They will oversee a staff of 55 and a current annual budget of \$20 Million.

KEY RESPONSIBILITIES

NRMCA seeks to identify an innovative and strategic President who will build upon and maintain the organization's strength and impact for the ready mixed concrete industry. The President must be a highly respected, influential, and experienced leader committed to the Association, its members, and all the issues that affect them.

Reporting to the Officers through the Executive Committee, the President will be responsible for the effective leadership of the NRMCA and execution of its mission and strategic priorities. The President is responsible for the vibrancy, relevancy, impact, and growth of NRMCA as the leading trade organization representing the industry, as directed by the NRMCA Board of Directors. The President supports the Board in forging a consensus to build and execute NRMCA's strategy, deepening strategic partnerships and relationships within the ready mixed concrete industry, and promoting NRMCA as the voice of the industry within the greater construction industry. Specifically, the President is responsible for the following:

Strategy Development and Implementation

- Provides forward-thinking leadership and vision to the Board of Directors in support of the execution of the Association's Strategic Plan. Builds and implements action plans to achieve the Association's strategic goals, providing regular progress reports to the Board and guiding leadership when strategies require adjustment to meet the agreed upon plan priorities.
- Ensures the NRMCA provides a strong value-proposition and remains relevant to current and prospective members nationally. Embraces the differences among members, unifies members for maximum impact, and ensures varying needs are addressed.
- Assists the Board in identifying key emerging issues and implementing NRMCA's future direction. Positions the organization to thrive and adapt in the context of these external conditions and trends.
- Identifies new opportunities and/or challenges and recommends action or strategic changes to the Board as appropriate.
- Supports the staff in the development, implementation, monitoring, and adjustment of strategic, financial, and business plans through a system of accountability.



Governance

- Collaborates with the Board on matters of governance, mission, vision, and strategic plan. Inclusive of the roles addressed by all stakeholders (Officers, Directors, Members and Staff).
- Engages in Board Committees, in governance election processes, and new member orientations.
- Provides ongoing management and oversight of the association's fiscal health, maintaining regular communications with the NRMCA Board, informing them of key activities and the overall operational and financial health of NRMCA.
- Reports plans to manage business risks to the Officers through the Executive Committee

Advocacy

- Serves as a public spokesperson and advocate for NRMCA to amplify the voice of the industry on key legislative and regulatory priorities.
- Maintains and enhances the image of NRMCA and its priorities in Washington, DC and across the nation.
- Collaborates with other trade associations that share common goals by building and participating in coalitions.
- Represents NRMCA in national media appearances and public venues to advance advocacy and promotion priorities as appropriate.
- Partner with state affiliates as appropriate to generate grassroots support for NRMCA priorities.
- Maintain a strong PAC to support advocacy objectives.

Management

- Leads the NRMCA's Executive Management Team and provides leadership, management, and support for the NRMCA staff.
- President develops a robust performance management system that exceeds the standards of the DC trade association landscape.
- Leads and develops the organization's staff, inspiring and empowering them in their roles. Cultivates cross-division collaboration and fosters a culture of integrity, accountability, transparency, responsiveness, innovation, and collaboration.
- Implements a staff professional development strategy with an eye towards succession planning, assuring the success of the Association into the future.
- Fosters organizational agility to address changing dynamics in the industry that may impact achievement of the NRMCA strategic and action plans.
- Directs the operational activities with the Executive Leadership Team, ensuring that the organization is effectively staffed, resourced, and organized to achieve the established priorities and goals.
- Ensures the NRMCA maintains key infrastructure and technological capabilities to effectively serve the members and implement the strategic plan.
- Maintains an understanding of legal issues in the management of non-profit organizations and ensures legal compliance and appropriate risk management.

Influence and Relationship Building

- Promotes visibility of the association within the construction industry nationally and with key stakeholders including government officials, specifiers, educational institutions, thought leaders, and other stakeholder organizations.



- Engages regularly with members to understand their needs, maximize engagement, and enhance member satisfaction.
- Forges robust relationships with state affiliates to optimize their partnership on both advocacy and promotion.

PROFESSIONAL EXPERIENCE AND QUALIFICATION

To be considered for this role candidates will need to possess the following skills and experience:

- 10+ years of relevant executive leadership experience within a company or national association of comparable scale and complexity.
- Experience overseeing the development and implementation of an organization's strategic plan, working collaboratively and transparently with a Board, managing a P&L, and leading a diverse team of professionals to achieve goals and objectives.
- Strong analytical and communications skills with the capability of analyzing and articulating complex and strategic issues and their potential impacts for decision-making for staff, Board members, and key business partners and stakeholders.
- A working knowledge of Washington, DC, including both legislative and regulatory affairs.
- An understanding of the construction industry is highly desirable. Experience working with the ready mixed concrete industry is advantageous, as NRMCA operates in a sector that requires specialized knowledge.
- Skilled leadership with a record of developing, mentoring, and managing staff performance and fostering an entrepreneurial customer-focused team. Effective delegator who empowers and distributes decision-making effectively and builds and manages a national leadership team. Experience effectively leading people and organizations through change and transformation and is comfortable with a hybrid workforce.
- Strong interpersonal skills and the ability to forge and maintain strong relationships with diverse stakeholders, including government officials, industry leaders, association members, and educators. Strong influence skills key to advancing NRMCA's strategic priorities.
- Effective board relations and governance experience is highly desirable.
- Strong financial and business acumen to ensure the long-term fiscal health and sustainability of NRMCA.
- Experience overseeing large scale events is a strong plus.
- Reputation for strong integrity and sound judgement, upholding high ethical standards.
- Outstanding written, oral, and presentation communication skills.
- Executive presence, political savvy, and gravitas, with an ability to galvanize a diverse membership on a priority agenda and amplify the voice of the industry before key audiences including government officials, industry, and peer associations.
- An ability to anticipate, discern, and act on changing industry dynamics and trends
- A future leaning perspective on how the digital world is evolving and implications for NRMCA.
- Strong emotional intelligence, with an ability to forge consensus, collaborate, and lead with compassion and empathy.
- Strong entrepreneurial spirit and an ability to translate new opportunities into measurable results.
- The courage to make tough decisions after considering options.
- Self-aware and authentic with the confidence and maturity to navigate and succeed in a multifaceted national organization which values diverse perspectives.



EDUCATION

Bachelor's degree required. Master's degree in relevant discipline or equivalent business experience is a plus.

COMPENSATION

A competitive compensation package will be provided to outstanding candidates. The mid-market salary range for this position is \$400,000 to \$500,000. Salary is dependent on several factors, including previous work experience, specific industry experience, qualifications, and skill set.

National Ready Mixed Concrete Association is an Equal Opportunity Employer. We welcome diversity in our workforce and encourage all qualified applicants to apply.

PROCEDURE FOR CANDIDACY

NRMCA has retained Korn Ferry to assist the Board in this search. Screening will begin in February 2025 and continue until an appointment is made. Applications (including resume or CV and a cover letter addressing interest should be submitted to nrmca_president@kornferry.com. Nominations and inquiries should be directed electronically to sophia.carr@kornferry.com.

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