



vitamin angels

Senior Vice President of Operations
Santa Barbara, CA



Enabling at-risk populations of pregnant women, new mothers,
and children to gain access to life-saving
and life-changing vitamins and minerals

About Vitamin Angels

The Mission

More than 190 million children under the age of five suffer from vitamin A, iron, and zinc deficiency worldwide. These deficiencies leave them highly susceptible to common infections—such as measles and acute respiratory ailments—that lead to blindness, severe illness, and often death. Vitamin Angels enables pregnant women, new mothers, and children to gain access to life-saving and life-changing vitamins and minerals. A panel of expert economists has twice ranked this mission as the single most important solution to the world’s greatest development challenges.

The Approach

Vitamin Angels takes an innovative approach, which allows it to reach the unreachable among sufferers of hidden hunger. Vitamin Angels coordinates with a network of over 700 NGOs worldwide to apply evidence-based interventions that alleviate vitamin deficiency in the most vulnerable populations in Africa, South America, and Asia. The approach leverages existing distribution networks and local NGOs’ knowledge of their communities to create an efficient and elegant model with powerful results.



The Results

In less than 20 years, Vitamin Angels has become the second-largest non-profit mobilizer and distributor of vitamin A in the world. Vitamin Angels has delivered vitamins to over 45 million recipients in more than 50 countries, and generated annual revenue of \$50 million. Its growth leaves it poised to expand its field partners and foster increasingly self-reliant networks among them in order to improve the life expectancy, health, education, and earning potential of millions around the world.

The Culture

Vitamin Angels owes its success in part to its unique and deeply supportive culture. The 38-member staff is a vibrant and diverse group with a single shared vision: to create a world where every child has the chance for a healthy and productive life. This enormous undertaking requires everyone’s experience and an ethos of energetic innovation.

The Sales Program

Underwriting Vitamin Angels’ success is its entrepreneurial business development and fundraising program, which applies the best practices of the for-profit sector to a life-saving non-profit mission.

These practices have enabled Vitamin Angels to build enduring relationships with some of the biggest brands and retailers in the world. Vitamin Angels counts more than 120 national and international organizations among its Corporate Partners, who have provided generous and unwavering support for the well-being of mothers and children. Beyond donations of cash, products, and services, corporate partners demonstrate the importance of their commitment in their communications to customers and employees—in person, in stores, and online. Some of those creative partnerships include:

<p>Since 2013, Walgreens has supported Vitamin Angels’ efforts to provide vitamins to malnourished children and mothers. As of October 2016, Walgreens’ partnership has supplied vitamins that have changed the lives of 100 million children worldwide and has donated more than \$25 million.</p>			<p>For every bottle of ProCaps Labs product purchased through HSN, the company donates a bottle of prenatal vitamins to Vitamin Angels’ specifications. ProCaps Labs, its founder Andrew Lessman the Andrew Lessman Foundation, and its vendors and manufacturers donate enough vitamins to help 270,000 women each year.</p>
<p>For more than a decade, The Worm Project has supported Vitamin Angels’ efforts to get deworming medication albendazole to the most at-risk children. As the partnership has grown, Vitamin Angels has committed to provide albendazole to 100% of eligible vitamin A recipients—more than 26 million children in 2015 alone.</p>			<p>Twice each year, The Vitamin Shoppe orchestrates a comprehensive cause marketing campaign that engages customers, vendors, and employees across 700+ retail outlets. The partnership has grown to include specially branded merchandise and special events, helping helped Vitamin Angels reach more than 28 million children and moms worldwide.</p>

While Vitamin Angels’ enviable network of partners contributes more than \$80 million in in-kind donations, there is room to grow. The Senior Vice President of Operations will play a key role in designing and achieving that growth.

The Opportunity

The Senior Vice President of Operations will work in collaboration with Vitamin Angels' Chief Executive Officer Howard Schiffer and Chief Operating Officer Robert Parker to ensure that revenue, marketing, internal capacity, and strategic partnerships are effective and aligned with Vitamin Angels' future direction. The Senior Vice President will have primary oversight for the U.S. sales and marketing teams that fuel Vitamin Angels' programs both in the U.S. and abroad. More broadly, s/he will take increasing responsibility for maximizing Vitamin Angels' growing resources by continuing to develop an efficient and effective set of internal processes and controls.

Specific responsibilities include:

- ❖ **Work with the CEO to establish and execute long-term and strategic annual operating priorities.**
 - Utilize expert knowledge of business development and resource mobilization to shape organizational and programmatic strategies.

- ❖ **Provide integrated and innovative leadership for the sales and marketing teams in order to expand awareness of and engagement in Vitamin Angels' mission.**
 - Direct a comprehensive partnership program that includes extensive corporate social responsibility initiatives—with in-kind giving, cause marketing, sponsorships, and major gifts—supplemented by foundation and individual support.
 - Lead the development of an integrated business development and account management strategy that meets sales goals and deepens long-term partner engagement.
 - Partner with the CEO to identify and cultivate leads; understand prospects' businesses and define ways they can advance key business goals through Vitamin Angels' partnerships.
 - Serve as a primary point of contact for and carry out high-touch relationship management with Vitamin Angels' corporate partners.
 - Ensure that sales and marketing plans appropriately engage staff throughout Vitamin Angels.
 - Serve as a compelling external representative of Vitamin Angels and its mission.



The Opportunity

- ❖ **Provide internal leadership to ensure effective operation of all staff.**
 - Work with the COO to ensure that Vitamin Angels' resources can support planned growth, new initiatives, and unforeseen targets of opportunity.
 - Take a lead role in hiring, training, and providing organization-wide management for a staff of 38 people on 4 teams: Marketing, Sales/Development, Programs, and Corporate Services.
 - Provide a visible leadership presence that bridges international, national, and regional operations; remain readily accessible to all Vitamin Angels staff.

- ❖ **Serve as the leader of the Executive Team, engaging all members to ensure revenue and programmatic success.**
 - Serve as a resource to Vitamin Angels' Board of Directors
 - Facilitate open, collaborative deliberation and decision-making processes among members of Vitamin Angels' executive team.
 - Develop and execute a plan to effectively leverage members of the Board and executive team to lead identification, cultivation, and account management.





The Candidate

The Senior Vice President of Operations will have a sophisticated approach to designing large-scale, partnership-based operations. S/he will bring to this process a thorough understanding of the principles of sales and marketing, and a keen sense of how to build internal systems to effectively advance both a marketing program and the complex set of international programs it supports. The Senior Vice President will be able to build relationships with a wide range of employees and partners—including scientific, operational, and marketing staff; corporate and field partners; and foundation donors—and leverage their skills and passions to advance Vitamin Angels' impact.

Background

- ❖ At least 10 years of successful operational leadership in senior management roles within complex and dynamic organizations; experience in sales and marketing.
- ❖ Experience in the for-profit sector is highly preferred.

Accomplishments and Skills

- ❖ Record of developing and implementing creative and visionary strategic plans and growth-oriented operational strategies.
- ❖ Experience leading organizational development and guiding complex international planning, including the ability to set priorities and guide investments in people and systems.
- ❖ Understanding of multi-channel revenue generation, including expertise in a wide array of corporate and institutional giving vehicles.
- ❖ Proven ability to analyze, conceptualize, and describe funding needs in a way that is compelling to potential donors.
- ❖ Experience working with high-level leaders and supporters, and effectively engaging and leveraging them in a business development, sales, or marketing process.
- ❖ Multi-faceted communication skills, including the ability to deliver public presentations, to inspire trust in people from diverse backgrounds, and to listen respectfully to others.
- ❖ Record of leading effective teams and providing thoughtful and diplomatic mentoring.
- ❖ Knowledge of essential financial planning, budgeting, and information systems.
- ❖ Bachelor's degree is required; advanced degree and a record of continuing professional development is preferred.

Personal Characteristics and Work Style

- ❖ Strong commitment to the mission and vision of Vitamin Angels and ability to compellingly convey that mission to a wide range of stakeholders.
- ❖ Comfort applying market- and business-oriented solutions to non-profit work.
- ❖ Naturally inclined to take an enterprise-wide perspective and to build integrated systems.
- ❖ Organized work style that promotes flexibility and multi-tasking within a fast-moving environment.
- ❖ Ability to work effectively with team members situated out of headquarters in multiple time zones and accessible only by phone and email.
- ❖ Willingness to be based in Santa Barbara, California.

To Apply



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Senior Vice President of Operations Santa Barbara, CA

Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to create bold strategic plans and powerful fundraising programs.

Vitamin Angels is an equal opportunity employer. Employment selection and related decisions are made without regards to sex, race, age, disability, religion, national origin, color, veteran status, or any other protected status.



Search conducted by
Development Resources, *inc.*
www.driconsulting.com