

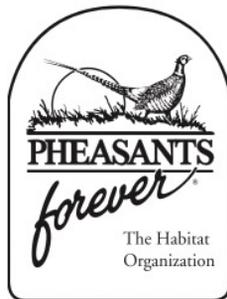
# Position Profile

On behalf of our client

## Pheasants Forever, Inc.

CohenTaylor Executive Search Services is conducting  
a retained executive search for its next

# President & CEO



## Overview

Pheasants Forever, Inc. is the umbrella organization of two external facing brands, Pheasants Forever and Quail Forever.

Pheasants Forever and Quail Forever are dedicated to the preservation of pheasants, quail, and other wildlife habitat. Working from a unique membership format, the organizations endeavor to protect and enhance wildlife habitat and improve public access for hunting and other recreations. Implementing their mission from a grassroots to federal level, Pheasants Forever and Quail Forever have seen tremendous success and are widely recognized as leaders in conservation in the U.S. and parts of Canada. Together, they are proud to be “The Habitat Organization.”

The organization was founded on a commitment to chapter success and autonomy. It prides itself on being people-driven and attribute achievements to the dedication of members, volunteers, staff, and partners. Pheasants Forever and Quail Forever have more than 125,000 combined members, many of whom participate at the local level. Each of the 600+ chapters of Pheasants Forever and 150+ chapters of Quail Forever maintains decision-making power over their budgets and agenda. This allows chapters to engage in projects that improve their local communities while being part of a national effort.

Pheasants Forever was founded in 1982 by a group of volunteers seeking to grow pheasant populations and improve public access through habitat preservation and renewal. Since then, the organization has grown to include members from all 50 U.S. states and parts of Canada. In 2010, the organization expanded its vision to include quail habitat preservation, and Quail Forever was established. Quail Forever brought new members and energy to the world of habitat preservation.

Pheasant Forever approaches the conservation field through two branded entities -- Pheasants Forever and Quail Forever. From an external perspective, they operate as individual organizations with distinct chapters, members, and online services; however, internally they have one common mission and vision, board of directors, President & CEO and leadership team.

## VISION

We endeavor to create a North American landscape of quality habitat supporting wild, sustainable populations of upland game birds and other wildlife that are accessible to generations of hunters and conservationists.

## MISSION

Our mission is to conserve pheasants, quail, and other wildlife through habitat improvements, public access, education, and conservation advocacy.

## VALUES

### Integrity

Maintain our solid reputation by always having science-based management techniques and the best interests of pheasants and quail guide our decision making.

### Service

Deliver the highest possible value and best possible service to our members, donors, chapters, and volunteers – the people who make our work possible.

### Growth & Innovation

Develop & deliver new and innovative programs that have a significant positive impact on pheasants and quail while continuing to help us continue to grow and expand to achieve our mission.

### Leadership

Lead people to excel in their roles as employees, volunteers, and conservation partners, and lead the charge on important issues impacting our vision.

### Diversity & Inclusion

Strive to create a diverse organizational culture and welcoming environment to anyone who wants to join our habitat mission and hunting heritage.

## Overview (continued)

Pheasants Forever and Quail Forever have seen tremendous success and are well-regarded players in the habitat conservation sector. They participate actively in advocacy on the federal, state and local levels, driving conservation efforts across a range of federal programs. The organization employs more wildlife biologists than any other entity in the U.S. with the exception of the U.S. Fish and Wildlife Service.

Over the course of their history, Pheasants Forever and Quail Forever have helped to improve more than 22 million acres, created more than 218,000 acres of land acquisitions, contributed to 567,500 historical habitat projects, and have overseen more than \$1.2 billion in habitat conservation investments in the U.S. and parts of Canada. The organization currently has more than 7,000 wildlife habitat projects underway, with 66% of expenditures going directly towards habitat restoration and enhancement and the majority of the remainder going toward education and advocacy.

Pheasants Forever and Quail Forever are dedicated to fostering a diverse and inclusive space for hunters and conservationists from all levels of experience and background. Their work intersects with many important issues facing the world today including land conservation, global climate resiliency, land management, farming, and more. Their accomplishments in protecting, restoring, and enhancing the American grasslands has made Pheasants Forever and Quail Forever pioneers in agriculture and conservation.

### Fast Facts

- Pheasants Forever was founded in 1982, and its Quail Forever division was founded in 2010.
- PF & FQ share a singular infrastructure that includes one national board and employee team.
- PF & QF have more than 125,000 members combined, representing more than 400,000 total members, supporters, and partners across all 50 states.
- Organized in a unique chapter model, PF & QF have more than 750 local chapters across 40 states and parts of Canada, with members from all 50 U.S. states.
- Achievements include 22M+ acres impacted, 567,500+ habitat projects, 1,725 land acquisitions, and 218,591 acres acquired and made public.
- \$100M+ in annual revenue, with \$81M+ going towards program & mission spending.
- Headquartered in Minneapolis & St. Paul, Minnesota, with 425 employees across the U.S.



## Priority Areas

### Wildlife Habitat Protect, Restoration, and Enhancement

Pheasants Forever and Quail Forever recognize that developing high-quality pheasant, quail, and other wildlife habitats on private land is critical to maximizing populations, addressing large-scale landscape pressures, and providing additional access where publicly owned lands are limited.

Through state-level strategic planning, PF & QF work to permanently protect the most important habitats through acquisition in fee-title and conservation easements, restore and enhance private lands and provide technical assistance to private landowners, and work with public land managers to improve the impact of these critical landscapes.



### Advocacy

PF & QF advocate for sound, science-based federal and state policies that will positively impact hunting participation and habitat for pheasants, quail, and other wildlife. They are committed to renewing, enhancing, and implementing conservation policies and programs to conserve habitat on public and private lands and increase recreational access.

### Education & Outreach

It is the goal of PF & QF to cultivate generations of informed and engaged hunting conservationists, land stewards, and conservation supporters through a combination of experiential learning, authentic experiences, training events and strategic partnerships. In addition to cultivating hunter conservationists, PF & QF are dedicated to making wildlife habitat conservation relevant and important to communities, inspiring generations of conservation advocates and leaders, and advising landowners and land managers on how to steward high-quality wildlife habitat on their lands.

### Public Access

Public access to quality habitat and huntable populations of upland birds is one of the highest priorities of PF & QF members. PF & QF seek to create public access to more than 1.2M acres of habitat that supports wild populations of upland game birds and other wildlife for current and future generations.

### Membership Growth

PF & QF prioritize building loyal, diverse, growing, and engaged bases of members, supporters, and partners to help achieve the organizations' priorities and vision.

Goals on this front include retaining and growing the current 125,000 members and 400,000 supporters and partners through new engagement strategies and increased use of technology, expanding member acquisition efforts to reach new and diverse audiences, and empowering employees and volunteers as membership ambassadors fully invested in member and support goals.

## The Role

Pheasants Forever, Inc. is seeking a dynamic, highly relational, and innovative leader for their next President & CEO. This new leader will inherit an organization with a pristine national reputation and brands in Pheasants Forever and Quail Forever that are highly regarded for their expertise in habitat conservation, effective advocacy efforts, and member-centric focus.

## Reporting Relationships

The President & CEO will report directly to the Board of Directors and will have the opportunity to lead a staff of approximately 425 people. Direct reports include the following:

- Chief Conservation Officer
- Chief Development Officer
- Chief Marketing and Communications Officer
- Chief Financial Officer

## Key Responsibilities

The President & CEO serves as the chief officer for the organization, including both Pheasants Forever and Quail Forever. This position is responsible for overall management, administration, and direction, as well as the implementation of all programs, management of the financial affairs, leadership of the executive team, and ultimate success of the organization.

Key roles and desired accountabilities include but are not limited to:

### STRATEGY

- Develop of a compelling vision for how PF & QF will navigate the internal and external forces that affect PF & QF's futures and their ability to retain current members, attract new audiences, and be sustainable forces for change
- Provide leadership and a framework to develop and implement strategic goals and objectives to best serve the mission of PF & QF
- Actively participate in strategic and financial planning for the organization

### TEAM LEADERSHIP & DEVELOPMENT

- Provide inspirational, motivational, and visionary leadership to a highly capable staff and volunteers located across the country
- Oversee an operationally complex organization encompassing advocacy, education, philanthropy, and supporting functions
- Ensure that the PF & QF culture attracts and retains experienced, knowledgeable staff and foster a functional, cohesive team that carries out PF & QF's mission

## MEMBER DEVELOPMENT, RETENTION & ENGAGEMENT

- Guide chapter membership, recruitment strategies, and structure to ensure long-term sustainability of the membership model
- Understand and commit to the organization's Education and Outreach goals, including hunter recruitment, retention, and reactivation efforts

## ADMINISTRATION, FINANCE & OPERATIONS

- Ensure the long-term financial health and sustainability of PF & QF and oversee the creation and implementation of the organization's financial and business plans
- Provide leadership in developing long-range organizational and financial plans with the Board of Directors and staff, consistent with PF & QF's mission and values

## EXTERNAL RELATIONS & ADVOCACY

- Serve as a primary spokesperson in interactions with the membership, public, government officials, regulatory and legislative bodies, media and press, corporate partners, and other stakeholders

## FUNDRAISING & REVENUE DEVELOPMENT

- Lead the organization in continued identification of creative and sustainable funding sources
- Maintain ongoing fiscal management that ensures operations within the approved budget, maximum resource utilization, and maintenance of the organization in a positive financial position

## BOARD RELATIONS

- Keep the Board of Directors informed on aspects of the organization essential to performing their fiduciary duties of managing risk and identifying opportunities.
- Partner with the Board of Directors in the development and implementation of long-term and short-term strategic planning and business planning as well as in assessment and improvement of programming effectiveness
- Be responsible for shaping an organization that attracts and retains a diverse and highly engaged Board of Directors

## The Ideal Candidate

The ideal candidate for the next CEO & President of Pheasants Forever, Inc. will be an inspirational and visionary leader who has a passion and understanding for conservation, habitat, and the tradition of hunting. They will be a proven leader, bring an entrepreneurial spirit, and exhibit exemplary business and/or nonprofit management skills and a strong commitment to raising the visibility and impact of PF & QF.

The successful candidate will bring experience building strategic external partnership and a skill for acting as the external face of an organization. Experience working with stakeholders to build new business and political relationships, partnerships, and expanded membership is highly desired. This candidate will also be adept at navigating a variety of settings and be equally comfortable following a bird dog across a prairie, working alongside volunteers and team members, or sitting face to face with members of Congress.

While no one candidate will have all the criteria enumerated below, the ideal candidate will be a leader who possesses the following professional and personal abilities and attributes:

### CORE COMPETENCIES NEEDED IN THE NEXT PRESIDENT & CEO

- A **visionary and strategic leader** who can build upon the PF & QF brands; ability to use data/analytics to set a future vision to ensure long term scalability, sustainability, and relevance
- A **proven leader**; adept at leading complex, distributed organizations and budgets; ability to coach and develop the team
- A leader who is **highly passionate about the conservation landscape** and the PF & QF mission, who can authentically speak the language of conservation
- A **high impact-communicator** who is charismatic and relational; capable of being the face of the organization
- An **engaging spokesperson** with superior interpersonal and presentation skills and the ability to collaborate efficiently with diverse constituents
- An externally focused leader **equipped to manage a broad range of stakeholders**; comfortable in the political spotlight and able to navigate the legislative landscape
- A **effective fundraiser** – equipped to identify new sources of revenue to ensure long-term financial viability
- A dynamic leader – **relatable to a broad demographic audience**
- A **collaborative decision-maker** who is not afraid to make tough decisions
- A leader with **high Emotional Intelligence (EQ) and self-awareness**

## Qualifications

- A bachelor's degree is required. A master's degree is preferred.
- The ideal candidate will have fifteen to twenty years of experience, with ten+ years of leadership, including nonprofit and/or corporate leadership experience.
- Passionate and committed to the mission of conserving pheasants, quail, and other wildlife through habitat improvements, public access, education, and conservation advocacy.

**For more information**

**or to send your credentials, please email**

**[PFQF@cohentaylor.com](mailto:PFQF@cohentaylor.com)**

**All inquiries will remain confidential.**

Pheasants Forever, Inc. is an equal opportunity employer and proudly values diversity. We encourage candidates of all backgrounds to apply.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities: The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.