



# Design-Build Institute of America

Chief Operating Officer

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## Position Overview

DBIA has embarked on an exciting growth trajectory based on an extensive brand positioning that is changing how it approaches many aspects of its partnership with the AEC industry. The COO will provide strategic leadership to support organizational growth and increased capacity. The role requires an approachable, collaborative, and communicative leader with experience in influencing and contributing to organization-wide decisions. The role will oversee several key functional areas, including membership, conferences and events, education, and certification. Working closely with the CEO, the role will develop annual operational plans to support the achievement of the organization's strategic goals. As a key member of DBIA's executive team, the COO will collaborate with the CEO, senior staff, and board of directors to advance DBIA's strategy. The COO will manage the following positions: Vice President, Certification & Industry Events; Special Projects Director; Senior Director, Regional Relations; Director, Education; Manager, Member Data; Member Services & Engagement Manager. The position is located in the District of Columbia and reports to the CEO.

## Responsibilities

### *Organizational Leadership and Strategy*

- Support the implementation of organizational strategy with primary responsibility for leading strategic goals in the areas of oversight; develop and report key performance metrics that show progress on strategic goals.
- Provide strategic thinking, leadership, and foster collaboration as a key member of DBIA's executive team.
- Work closely with the CEO to maintain and leverage the strengths of the staff culture and provide staff leadership in the absence of the CEO.

### *Membership*

- Working closely with the Senior Director, Regional Relations, Manager, Member Data, and Member Services & Engagement Manager, responsible for overall DBIA member experience and the membership value proposition with the goal of continually enhancing member satisfaction and retention and expanding membership.
- Analyze membership data to develop a deep understanding of membership from across different professions; unlock the value hidden in DBIA's membership, customer, and prospect data; oversee cross-functional data governance and act as DBIA's data storyteller; provide actionable insights and develop data-driven plans to expand membership and customers and increase services to members.
- Assess and design efficient and reliable processes for member services activities.
- Leverage staff capacity to deliver new products and services to members.
- Prepare and manage the department's annual budget and ensure accurate financial planning, reporting, and projections throughout the year.
- Work closely with CEO and Senior Director, Regional Relations, to manage regional and component relations, including building relationships with key stakeholders, identifying challenges and areas of improvement, establishing operating processes to support growth, and strengthening communications and support.

## *Conferences and Events*

- Working closely with the Vice President, Certification & Industry Events and Director, Special Projects, oversee and continue to grow four conferences annually, bringing together multiple perspectives and creating balanced conference programs that attract attendees; the current portfolio of annual conferences is:
  - Federal Design-Build Symposium
  - Design-Build Conference & Expo
  - Design-Build for Water/Wastewater
  - Design-Build for Transportation/Aviation
- Provide strategic insight and thought leadership to provide innovative events that deliver a high-quality experience and maximum value to members and the public, including a robust process to survey and collect feedback from meeting attendees to further develop program enhancements.
- Stay abreast of best practices and technological innovations to recommend, design, plan, and manage new types and modes of delivery for conferences and events.
- Oversee site identification, recommendation, and selection processes for annual meetings and other events and meeting activities.
- Manage existing relationships with contractors and partnerships related to the conference.
- Evaluate the business model around which DBIA executes its conferences and events.
- Through events, education, sponsorship, and new opportunities, sustain and grow non-dues revenue and enable mutually beneficial networks of members and other stakeholders.
- Oversee the awards program for design-build projects and teams and ensure a seamless transition to the project database.
- Prepare and manage the department's annual budget and ensure accurate financial planning, reporting, and projections throughout the year.

## *Education*

- Working closely with the Director, Education, and the Vice President, Certification and Industry Events, overseeing conference-related and other continuing education programs, speaker management, the LMS and/or database, and custom training programs.
- Provide leadership to education committees and education staff to develop and execute annual and multi-year plans based on needs assessments and environmental trends.
- Ensure DBIA education activities support achievement and maintenance of the credentials, including certification workshops.
- Direct all operational and financial aspects of DBIA's education programs and products and coordinate across staff to ensure effective implementation of all educational programs and products.
- Oversee budget development for education and ensure all revenue and expense financial targets are achieved; identify efficiencies and cost-savings that don't compromise quality outcomes.
- Determine how to best optimize educational content from DBIA's programs for other delivery formats and times.
- Evaluate, assess, and manage all education vendors to achieve quality standards.

## Certification

- Working closely with the Vice President, Certification and Industry Events, oversee the Design-Build Professional® (DBIA®) and Associate Design-Build Professional® (Assoc. DBIA®) certification programs; and the number of professionals seeking and being awarded the designations.
- Increase the visibility of the certification programs and promote the value proposition to professionals and employers.
- Provide guidance to the Design-Build Certification Board, which sets certification standards, policies, and practices, from eligibility to examinations and renewal requirements.
- Access and make recommendations on industry-relevant certification program accreditation standards compliance and maintenance.

## Background/Skills/Abilities

- A bachelor's degree or equivalent experience is required.
- Minimum of 10 years of experience at the senior management level.
- Minimum of 5 years of supervisory experience; demonstrated ability to build, manage, and mentor a team.
- Knowledge of the built environment is a plus.
- Experience in one or more of the following functional areas of an association or non-profit: meetings and events, association education programs, membership, and component relations.
- Certified Association Executive (CAE) is highly preferred.
- Experience as a strategic advisor to the C-Suite and a member of the executive team.
- Demonstrated ability to lead across the organization with influence, collaboration, transparency, and without ego.
- Ability to lead a high-performing team by setting expectations and holding team members accountable.
- Proficient, agile user of technology, including AMS, LMS, and other data management systems.
- Highly developed analytical and project management skills.
- Excellent communication skills, both verbal and written.

## Measures of Success After One Year

- Demonstrated knowledge of the root drivers behind design-build and alignment with its values.
- A smooth transition of leadership of the functional areas of oversight, establishing effective relationships with team members and across DBIA, including a strong partnership with the CEO.
- Streamlined processes that enable more capacity for marketing products and services and reduced time spent on operations and customer concerns have been established.
- An even stronger network of DBIA regions.

## The Organization

In 1993, a handful of the nation’s architectural, engineering, and construction (AEC) industry leaders got together because they knew there had to be a better way to bring a project from design to delivery. They didn’t invent the design-build process, but they set about to perfect it and share it with a wider audience.

Today, the Design-Build Institute of America is a recognized authority on Design-Build Done Right®. Comprised of architectural, engineering, and construction professionals, as well as academics, students, and project owners, its members collaborate and innovate to deliver some of America’s most successful projects.

By convening multiple disciplines, DBIA has upended the status quo on what design-build can accomplish for our nation. Because DBIA delivers education and certification that drive not just business transformation but industry imagination, the organization inspires both projects and futures. DBIA ensures that everyone in its community—from practitioners to owners—takes advantage of the power of design-build to realize higher-quality outcomes for both projects and teams.

DBIA’s mission is to promote the value of design-build project delivery and teach the effective integration of design and construction services to ensure success for owners and design and construction practitioners. DBIA defines, teaches, and promotes best practices and industry standards. DBIA works toward its mission by conducting educational meetings and conferences, managing a Certification program, publishing original works, and providing a voice for the industry.

DBIA has a high-performing and diverse staff team and embraces an employee culture built on trust, collaboration, and respect. Team members are supportive, collegial, and open to the ideas and opinions of others.

DBIA has a revenue budget of \$11 million, 28 staff, and over 6,000 members.

## Digital Presence

Web: [www.dbia.org](http://www.dbia.org)

Facebook: <https://www.facebook.com/DBIANational>

Twitter: [@DBIANational](https://twitter.com/DBIANational)

Instagram: [@dbianational](https://www.instagram.com/dbianational)

YouTube: [@designbuildinstituteofamerica](https://www.youtube.com/@designbuildinstituteofamerica)

LinkedIn: <https://www.linkedin.com/groups/677497/>

# Vetted Solutions

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Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

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