



Association for Enterprise Opportunity

Vice President, Senior Innovation Strategist

Position Specification

May 2021



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Position Specifications

| Role Specifics | |
|-------------------------------|---|
| Position | Vice President, Senior Innovation Strategist |
| Company | Association for Enterprise Opportunity |
| Location | Washington, D.C. Headquarters - Remote Position |
| Reporting Relationship | President/CEO |
| Website | https://aeoworks.org/ |

Company Background

Imagine a place where your talent can make a meaningful difference in peoples' lives. AEO offers a uniquely rewarding experience in which our employees work together to achieve a much larger mission—creating economy opportunity for underserved entrepreneurs. We strive to live and role model the important values of diversity and inclusion, collaboration, teamwork, accountability and trust; we encourage employee engagement, results and smart/prudent risk taking in all we do.

Position Summary

AEO is in a stage of rapid growth and we are looking for a VP, Senior Innovation Strategist to lead a mission-critical function: program innovation and strategy. We're looking for a data-driven, strategic, and results-oriented leader who can conceptualize, design, and, execute programs from start to finish. As VP, Senior Innovation Strategist, you will be in charge of setting the design vision, owning the overarching product solution strategy, defining the optimal paths to bring tested solutions to market, workflow and team structure to achieve the organization's short and long term business goals.

The ideal candidate will be an analytically driven strategic leader with strong problem solving skills, a master in collaboration, and have a high degree of business acumen, , and the exceptional ability to work well and influence a variety of individuals, both internally and externally, at all levels; this is not a command and control environment.

Key Responsibilities

Establishes vision and crafts strategy – Develop strategic initiatives and create a supporting portfolio of projects that drives execution of the organization's strategy and operating goals. Create process and structure to build organizational alignment and drive effective strategic program execution. Build initiatives and projects to solve complex problems and address long-term challenges and opportunities faced by business owners and aspiring entrepreneurs.



- Lead both strategic thinking and execution surrounding AEO's portfolio of projects and solutions for underserved entrepreneurs and aspiring business owners that are scalable, high impact and financially viable for entrepreneurs.
- Translate the business strategy into a product and data strategy
- Build upon the AEO innovation process and strategy to deliver new business solutions, including culturally-centered design solutions, capabilities and business models that have buy-in from AEO stakeholders and team members.

Foster innovation and continuous growth – Ensures that systems and processes are in place to identify new ideas and solutions, and scan for best practices and drive continuous improvement. Pushes the organization to draw on internal and external ideas and solutions in developing initiatives and processes. Creates a learning environment.

- Oversee all aspects of the end-to-end product development lifecycle from opportunity assessment to post launch evaluation and iteration
- Build innovative products, services, and approaches, while developing roadmaps that enable market entry, adoption, and results in revenue generation
- Create a culture of inspiration, insight, and authority on design and user experience.

Drives change – Diagnoses challenges looking at political and systemic barriers to change. Leverage's data-based observation, interpretation and intervention to engage stakeholders in shaping and implementing data driven solutions.

- Develop and maintain industry leading innovation capabilities across the full portfolio of projects
- Identify key opportunities and threats as part of the senior leadership team. Maintain a forward-looking view of future trends and develop the solutions to capture forthcoming market needs.
- Translate customer feedback into winning products for sustainable growth. Seek to delight the AEO customer by promoting new applications, products and services that meet and exceed their needs.
- Perform market research and predictive modeling to develop and maintain competitive advantage that create new solutions and problems across the market.

Collaborates internally and externally - Understands and promotes process and structure to facilitate collaboration. Identifies key stakeholders and ensures collaboration occurs between departments, across our member and partner network through words and actions and by removing barriers when necessary. Collaborates and models positive engagement, resolving issues and elevating conversations to focus on mission and what's best for the people we serve.

- Coordinate with and help direct data and analytics staff to establish data capture and analytics to facilitate measurement of expected outcomes and customer value
- Be able to provide real-time responses and feedback to internal and external stakeholders' suggestions and ideas
- Support AEO's national conferences as needed to ensure maximum value of content for audience



- Build enthusiasm among senior cross-functional stakeholders (marketing, operations, data, research, etc.) for key strategies and build their alignment to deliver key growth initiatives; leverage relationships to overcome obstacles that prevent progress

Coaches and develops talent and teams – Leverages talent management processes to develop talent for the department. Coaches and mentor's talent with a focus on creating growth opportunities and providing regular, constructive feedback to direct reports and others as appropriate. Demonstrates personal commitment to talent development through active involvement in all phases of the talent management cycle including recruiting, performance, development, and compensation.

- Create a team-based, continuous improvement-results-oriented work environment that is focused on providing excellent customer service to donors and partners, while keeping underserved entrepreneurs at the center of our decisions.

Qualifications

- Strong quantitative skills, with a data-driven approach to problem-solving
- 10 plus years of post-graduate experience, preferably at a top-tier management consulting firm
- Bachelor's Degree required. Master's Degree preferred in either business or advanced analytics.
- Experience leading a corporate strategy team with revenue management oversight
- Digital Media and Technology experience preferred to meet the need for extensive interactions with product/tech developers
- Team player with the ability to thrive in a fast-paced, high-growth, entrepreneurial environment that seeks out quality, innovation, impact, speed of decision-making and execution critical to organizational success
- Excellent communication skills with multiple stakeholders across all levels.
- Ability to create compelling presentations that inspire and win hearts and minds are critical



Desired Behavioral Skills & Competencies

- Business Driver
- Analytical Prowess
- Builder, not a Caretaker
- Creative Thinker
- Influencer
- Cross-functional team player
- Sprinter and Marathon Runner

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About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help clients synchronize strategy and talent to drive superior performance. We work with organizations to design their structures, roles, and responsibilities. We help them hire the right people to bring their strategy to life. And we advise them on how to reward, develop, and motivate their people.



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