



## The Opportunity

Rare leadership opportunity to guide the [International Dairy Deli Bakery Association \(IDDBA\)](https://www.iddba.org), the premier trade association for the dairy, deli, bakery, and retail foodservice sectors. As retail dynamics, consumer behavior, and food systems undergo a pivotal transformation, IDDBA stands as the authority shaping innovation and commerce across the entire spectrum.

IDDBA is a nonprofit hub connecting retailers, manufacturers, distributors, and suppliers—bringing the industry together through insights, community, and a best-in-class annual tradeshow. It delivers high-level insights and practical management tools to navigate a complex marketplace, helping shape the future of the fresh-food landscape.

The next President & CEO will build on this foundation to elevate IDDBA's influence, expand member value, and position the organization for its next phase of growth.

For more information, visit [www.iddba.org](https://www.iddba.org).

## Position Overview

Reporting to a 27-member Board of Directors and working closely with the Executive Committee, the **President & CEO** provides strategic and operational leadership for an organization with a ~\$10M budget and a staff of 21.



## This Leader Will

- **Serve** as the unifying voice and convener across the dairy, deli, and bakery ecosystem
- **Elevate** IDDBA as a leading industry authority and insights provider
- **Drive** membership growth, engagement, and long-term value creation
- **Lead** the continued evolution of IDDBA's flagship annual show and events portfolio
- **Strengthen** the organization's visibility, relevance, and industry impact



## What Success Looks Like (First 12-24 Months)

- A clear, aligned strategic direction embraced by the Board and membership
- Increased member engagement, satisfaction, and measurable value delivery
- Continued growth and innovation of the annual show as a best-in-class experience
- Strengthened organizational effectiveness, culture, and talent development
- Expanded industry visibility and influence of IDDBA
- Defined and activated pathways for sustainable membership growth

# Key Responsibilities

## Strategic & Executive Leadership

- **Set** and execute a compelling vision in partnership with the Board
- **Anticipate** industry trends and position IDDBA for long-term relevance and growth
- **Align** organizational structure, talent, and resources with strategic priorities
- **Lead** innovation across programs, insights, and events

## Industry Engagement & External Leadership

- **Serve** as the primary spokesperson alongside the Board Chair
- **Build** strong relationships across retailers, manufacturers, distributors, and partners
- **Elevate** IDDBA's brand and thought leadership across the food industry
- **Cultivate** strategic alliances with industry, academic, and global organizations

## Membership Value & Growth

- **Deliver** differentiated, measurable value to members
- **Drive** membership acquisition, retention, and engagement
- **Navigate** complex stakeholder needs with high emotional intelligence

- **Strengthen** IDDBA's relevance in an evolving omnichannel marketplace

## Organizational Leadership

- **Lead**, develop, and retain a high-performing team and leadership bench
- **Foster** a collaborative, inclusive, and performance-driven culture
- **Ensure** operational excellence across all functions
- **Champion** continuous improvement and innovation

## Board & Governance

- **Partner** closely with the Board to ensure strong governance and alignment
- **Provide** transparent communication and regular performance updates
- **Support** development of a diverse, engaged, and effective Board

## Financial Stewardship

- **Oversee** development and management of operating and capital budgets
- **Ensure** long-term financial sustainability and disciplined resource allocation
- **Align** revenue strategies with member value and mission impact



# Leadership Profile

The ideal candidate is a strategic, externally oriented servant leader with strong industry credibility and a proven ability to lead organizations through growth and transformation.

## Key Attributes Include

- Visionary and forward-thinking leader with strong execution capability
- High integrity, transparency, and executive presence
- Exceptional relationship builder across diverse stakeholder groups
- Strong communicator and public-facing leader
- Commercially minded with the ability to drive growth and member value
- Emotionally intelligent, collaborative, and resilient
- Courage to lead change with humility and a service-oriented mindset

## Qualifications & Experience

- 10–15+ years of senior leadership experience in an association or relevant industry sector
- Strong understanding of retail, manufacturing, distribution, and marketing within an omnichannel environment
- Demonstrated success leading organizations of similar size and complexity
- Experience working with or reporting to a Board of Directors
- Proven ability to drive strategic growth, organizational transformation, and team development
- Strong financial acumen and experience managing budgets and long-term planning
- Established industry network and ability to build strategic partnerships
- Experience leveraging data, insights, and emerging technologies (including AI)
- Bachelor's degree preferred; equivalent experience will be considered.



### Position Details

#### Location:

Madison, Wisconsin (relocation required)

#### Travel:

Frequent domestic and occasional international travel

#### Compensation:

\$250,000 – \$300,000 base salary + target bonus up to 30%

**To Apply**  
For **confidential inquiries**  
or to express interest,  
please contact:



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