



The American Society for Reproductive Medicine (ASRM) is seeking its next **Executive Director**. ASRM is a national nonprofit 501(c)3, multidisciplinary organization that is dedicated to the advancement of the science and practice of reproductive medicine. The Society accomplishes its mission through the pursuit of excellence in evidence-based, life-long education and learning, through the advancement and support of innovative research, the development and dissemination of the highest ethical and quality standards in patient care, and through advocacy on behalf of physicians and affiliated healthcare providers and their patients. ASRM today has 8,000 members from over 100 countries.

This is an opportunity for an Executive Director with servant leadership qualities to support the President and work collaboratively with the Board of Directors, the staff, and other constituencies to advance ASRM's strategic vision, to facilitate relationships with key stakeholders and ensure the overall vibrance and relevancy of the organization.

ASRM is in the second year of a five-year strategic plan and has accomplished its first goal of defining the Mission, Vision and Value statement. ASRM's strategic plan is built around five key areas:

- Increasing both domestic and international membership recruitment and engagement.
- Becoming recognized as the premier and trusted source for evidenced based unbiased information for patients regarding reproductive health and family building.
- Advocating for national and international policies that advance science, clinical practice, and expansion of access to reproductive care.
- Promoting and mentoring a diverse group of researchers that are focused on public health, clinical, translational, and basic reproductive sciences.
- Developing organizational sustainability by identifying diverse revenue streams, engaging in philanthropy, and investing in new technology that strengthens communication between the ASRM staff and members.

ASRM is governed by a Board of Directors (Officers, Directors at Large and Directors from Affiliated Societies). The Executive Director and executive team partner with the Board to execute the organization's strategic plan and provide day-to-day operational support. With an operating budget of \$12.5 million annually, the Society employs approximately 40 staff, with the administration/operational headquarters in Birmingham, Alabama, and the advocacy function at the headquarters in Washington DC.

The ideal candidate is a physician (MD/DO) with expertise in reproductive medicine and infertility, with executive-level leadership experience and competencies, credibility, and integrity to lead an innovative, complex organization in this dynamic healthcare, research, and political environment. The qualified candidate will possess at least 10 years of relevant executive leadership experience with strong organizational, business, technology, and financial acumen. A high degree of emotional intelligence and a commitment to diversity, equality and inclusion are required. The position will require substantial travel (greater than 50%) to conventions, meetings, and related events. Relocation to either Washington DC or Birmingham, Alabama is required.

For inquiries or to apply in confidence, please submit your detailed curriculum vitae and a two-page letter of intent **by September 15, 2021** to Dr. Melissa Bacon at Melissa.Bacon@KornFerry.com



Position Specification

American Society for Reproductive Medicine (ASRM)

Executive Director

July 2021



Position	Executive Director
Organization	American Society for Reproductive Medicine (ASRM)
Location	Washington DC or Birmingham, AL
Reporting Relationship	The Executive Director reports to the President of the Board of Directors
Website	www.asrm.org

ORGANIZATION BACKGROUND

The American Society for Reproductive Medicine (ASRM), a national nonprofit 501(c)3, is a multidisciplinary organization that is dedicated to the advancement of the science and practice of reproductive medicine. The Society accomplishes its mission through the pursuit of excellence in evidence-based, life-long education and learning, through the advancement and support of innovative research, through the development and dissemination of the highest ethical and quality standards in patient care, and through advocacy on behalf of physicians and affiliated healthcare providers and their patients.

Founded in 1944 by a small group of fertility experts, with the initial name of American Society for the Study of Infertility and later, the American Fertility Society, ASRM today has 8000 members from over 100 countries. The Society is comprised of medical and other professionals within a discipline in the field of reproductive medicine. There are several affiliated societies, professional groups and special interests' groups which allow for networking and collaboration with professionals in the field of reproductive medicine.

ASRM is governed by a Board of Directors (Officers, Directors at Large and Directors from Affiliated Societies). The Executive Director (ED) and executive team partner with the Board to execute the organization's strategic plan and provide day-to-day operational support. With an operating budget of \$12.5M annually, the Society employs approximately 40 staff, with the administration/operational headquarters in Birmingham, Alabama and the advocacy function at the headquarters in Washington DC.

ASRM 2020-2025 Strategic Plan and Initiatives

ASRM is in the second year of a five-year strategic plan and has accomplished its' first goal of defining the Mission, Vision and Value statement. ASRM's strategic plan is built around five key areas:

- Increasing both domestic and international membership recruitment and engagement.
- Becoming recognized as the premier and trusted source for evidenced based unbiased information for patients regarding reproductive health and family building.
- Advocating for national and international policies that advance science, clinical practice, and expansion of access to reproductive care.
- Promoting and mentoring of a diverse group of researchers that are focused on public health, clinical, translational, and basic reproductive sciences.



- Developing organizational sustainability by identifying diverse revenue streams, engaging in philanthropy, and investing in new technology that strengthens communication between the ASRM staff and members.

ASRM Values:

- **Learning**, including life-long education, scholarship, and the open sharing of information and knowledge.
- **Discovery**, including advancing the care of patients world-wide through innovative research and invention.
- **Advocacy**, including prioritizing patients' reproductive care and emotional well-being, access to care, reducing disparities, and the fundamental right to family building.
- **Diversity, Equality, and Inclusion**, including a commitment to promote diversity within the ASRM membership and leadership and to promote access to quality reproductive care for all patients.
- **Integrity**, including honesty, trustworthiness, transparency, and ethics in all our interactions and initiatives.
- **Collaboration**, including collegiality, teamwork, and cooperation to achieve our mission and global vision.
- **Excellence**, including distinction and quality in all our endeavors.

Educational Opportunities at ASRM

The Annual ASRM Scientific Congress and Expo provides a forum for reproductive clinicians, scientists, and other stakeholders from around the globe to learn about the latest clinical practice, research, and technology in reproductive medicine. Member learning opportunities and networking continue well beyond the clinical meeting. ASRM is an Accreditation Council for Continuing Medical Education (ACCME) accredited provider and offers a comprehensive CME program that addresses clinical practice gaps to hands on courses including The Embryo Transfer Simulation Course to the Art of Perfecting Myomectomy. ASRM also offers a robust library of resources for health professionals at various stages of their training and/or career.

Clinical Guidance and Publications

ASRM's clinical content is an indispensable resource for reproductive healthcare providers and patients—reliable and relevant, grounded in scientific evidence, and developed through a rigorous and inclusive process. ASRM is a leader in the development of quality tools and resources including:

- Journals "Fertility and Sterility", "Journal of Assisted Reproduction and Genetics"
- Journals "F&S Reports", "F&S Science", "F&S Reviews"
- COVID-19 Updates and Resources
- ASRM News and Research
- ASRM Today Podcast
- Ethics Committee Opinions and Practice Committee Documents*
- Patient Fact Sheet and Booklets

*To review the Ethics Committee Opinion and Practice Committee Documents, visit:

<https://www.asrm.org/news-and-publications/ethics-committee-documents/>
<https://www.asrm.org/news-and-publications/practice-committee-documents/>



Research

ASRM is committed to advancing the frontiers of research in reproductive sciences through ongoing funding and mentorship programs. Opportunities for funding are supported by the newly established ASRM Research Institute, the ASRM & SREI Research Grant Programs and the KY CHA Award in Stem Cell Technology. Excellence in research, distinguished service and lifetime achievement are recognized by a number of ASRM awards. Moreover, research training programs such as the ASRM/NICHD/Duke Clinical Reproductive Scientist Training (CREST) affords the opportunity for physicians to maintain an active role in clinical practice while engaging in clinical research.

Advocacy

In 1989, ASRM opened a Public Affairs Office in Washington DC, in response to the growing involvement of government in healthcare. Since that time, the Washington office is now the hub for advocacy and government and public relation matters. As outlined in the strategic plan, ASRM expects to effectively use the expertise and power of its members to educate the public, and advocate for national and international policies related to reproductive care.

KEY RESPONSIBILITIES

The ED supports the President and will work collaboratively with the Board of Directors, the staff, and other constituencies to advance its strategic vision, facilitate relationships with key stakeholders, and ensure the overall vibrancy and relevancy of the organization. The ED will provide inspirational, strategic leadership and effective management of the organization including the implementation of the strategic plan's goals and objectives. Among the ED's primary roles and responsibilities are the following:

- Forges and maintains an effective, collaborative, and transparent working relationship with the President, the Board of Directors, the executive team, and staff. Engages Board members collectively and individually in communicating the key challenges, opportunities, and trends affecting the organization and facilitates consensus among Board members on key issues. Maintains communication with the Board on progress implementing the strategic plan goals and objectives.
- Leads ASRM's operations and staff to assure the development and implementation of successful programs that achieve ASRM's broader purpose and board-approved strategic goals, including the recruitment and retention of a diverse national and international membership. Proactively listens to their diverse needs to maximize engagement and ensure member satisfaction.
- Oversees the development and implementation of strategic, operational, financial, and budgetary plans. Monitors, analyzes, and aligns budget and financial performance to optimize the Society's programs and financial outcomes, and to assure continued growth and vitality of the Society.
- Ensures financial sustainability of the organization by diversifying revenue streams through identification of new, valued-added services and products and engagement in philanthropy. Supports the solicitation of major donors in conjunction with the Board, leadership team, and business development staff.
- Serves as a steward of the Society's core mission, vision, and values while leading the organization's executive team and staff, inspiring and empowering them in their roles. Cultivates cross-division collaboration and a culture of integrity, respect, teamwork, innovation, and results. Provides leadership in fostering and sustaining a values-driven, member/customer-focused organizational culture.



- Advances the Society's mission and goals by actively seeking and developing relationships with industry partners, other professional organizations, major hospitals/hospital systems, and governmental and non-governmental agencies to increase awareness of the Society's mission and optimize opportunities to broaden its reach and influence.
- Supports the President and Board in representing ASRM and the profession to key audiences, stakeholders, and media to build ASRM's brand, public image, and that of its membership. Collaborates with the Board, staff, and sister societies to refresh and maintain an effective ASRM website
- Supports ASRM's advocacy team in Washington, DC as appropriate, to advance the organization's priorities.

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS

The ideal candidate is a physician (MD/DO) with expertise in reproductive medicine and infertility, with executive-level leadership experience and competencies, credibility, and integrity to lead an innovative, complex organization in this dynamic healthcare, research, and political environment. They possess relevant executive leadership experience to effectively advance ASRM's mission and implement its established 5-year strategic plan to ensure the organization's relevancy and value to its diverse membership. They are passionate about the ASRM mission and offer inspirational, visionary, authentic, and collaborative leadership. They should have the following experience, qualifications, and personal traits:

- At least 10 years of executive-level leadership and management experience for an organization of similar complexity and scale.
- A results-oriented leader who has strong organizational, business, technology, and financial acumen. Senior leadership and management experience, including strategic planning, membership services, financial management, fundraising, education, marketing, professional conferences, programs, and publications.
- A high degree of emotional intelligence, interpersonal skills, and effective oral and written communications. The ability to effectively forge strong relationships with diverse stakeholders including Board members, ASRM members, partners, funders, staff, among others. They must have the ability to analyze and resolve issues quickly; make good decisions in a collaborative culture; demonstrate agility to lead in a dynamic environment; and seek, respect, and incorporate diverse views and opinions.
- Servant leadership qualities, supporting the President and working collaboratively with the Board, the executive team, and staff to advance ASRM's mission and strategy. Strong diplomatic skills and politically savvy.
- Track record building and leading a highly professional, knowledgeable, and diverse staff team in a performance driven and results-oriented environment. Track record of identifying, developing, and engaging a diverse staff and fostering a culture of trust, collaboration, and empowerment. Effective at guiding change as needed to ensure the organization remains effective, competitive, and efficient. An effective delegator.
- An ability to anticipate emerging issues of importance to the Society and to translate those issues into actions that advance the ASRM mission and ensure continued relevancy.
- Experience managing public relations and business affairs of an organization, including the ability to navigate crisis. Ability to appraise complex and difficult situations and effectively make decisions.
- An ability to establish and manage multiple priorities effectively and realistically.



- Exhibits strong business and medical ethics with a high level of confidentiality, tact, diplomacy, and professionalism. Reputation for high integrity and ethical behavior. Transparency and accountability to cultivate trusting relationships at an organizational and external level.
- Substantial travel (greater than 50%) to conventions, meetings and related events is required.
- Relocation to the Washington DC or Birmingham Alabama area is required.

COMPENSATION

A competitive compensation package will be made available to the qualified candidate.

KORN FERRY CONTACTS

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