



# RAMW

RESTAURANT ASSOCIATION  
METROPOLITAN WASHINGTON

President &  
Chief Executive Officer

**VETTED  
SOLUTIONS**  
A PASSION  
FOR PURPOSE

## POSITION OVERVIEW

Building on a strong financial and operational foundation, the Restaurant Association Metropolitan Washington (RAMW) is seeking a President and CEO who has the vision and passion to lead the organization into the future. This new leader will be an innovative, proactive and charismatic professional who can navigate the shifting work environment while enhancing the performance of and assuring the integrity of the organization.

Working with the Association and Foundation Boards and staff, the President and CEO is responsible for implementing and evolving a strategic vision that maintains and builds upon the Association's position as the regional voice of, and the trade association for, the restaurant industry in Metropolitan Washington D.C. This leader has responsibility and accountability for the financial, administrative, and programmatic activities of the Association and is a public face of the Association, serving as a chief advocate and a primary spokesperson for the restaurant industry at the regional level.

The candidate should possess a passion for the hospitality industry and demonstrate outstanding leadership skills, an ongoing commitment to organizational excellence, and an appreciation of the unique aspects of RAMW and the DMV area.

## KEY RESPONSIBILITIES

- **Strategic Leadership:** Reporting to the Executive Committee of the Board, the President and CEO is responsible for the effective conduct of the association, providing the leadership and overall direction of the organization.
- **Governance:** The executive will collaborate with the Board of Directors in formulating the organization's mission, goals, objectives, and is responsible for their implementation.
- **Foundation Management:** The President and CEO dually oversees the RAMW Education Foundation. The Foundation is a 501(c)3 non-profit organization dedicated to promoting the restaurant & foodservice industry as a career of unlimited opportunity, with a focus on workforce development, hospitality education, and scholarships.
- **Staff Leadership:** The President and CEO will manage a staff of 7 and will oversee the activities of external consultants to include legal, advocacy and marketing firms as well as financial and accounting services.
- **Membership and Events Management:** Oversee financials strategically to ensure membership, revenue, and investments grow as an organization to include programming that directly supports budgeted lines of revenue such as Metropolitan Washington Restaurant Week, The Annual RAMMY Awards, Cocktail Week, Training, affinity-based partnerships, 501c3 investments, event sponsorship and more to ensure a sustained financial model for that organization and its members.
- **Advocacy and Policy Leadership:**
  - Maintain current relationships and establish new ones with the Council, The Mayor's Office and other area elected officials and public policymakers in the region.
  - Drive effective advocacy, member engagement, core business growth, new business development and strategic investment identification and implementation.
  - Drive policy and lead on government affairs strategy and legislative advocacy as it relates to the needs of the restaurant industry and the larger food service and business community.
- **Industry Ambassadorship:**
  - Promote the industry to multiple stakeholders, including members, prospective members, industry leaders and allies, government representatives, media, and consumers and serve as the official spokesperson for the hospitality industry to those constituencies.
  - Maintain productive and collaborative relationships with the National Restaurant Association and the Council of State Restaurant Associations.
  - Serve as the primary representative on various business organization boards, alliances, and committees locally, regionally; and at times, at a national level.

## **QUALIFICATIONS AND EXPERIENCE**

- Bachelor's degree or equivalent industry experience.
- The successful candidate would have experience in the hospitality industry encompassing a background with for-profits or not-for-profits and more than ten years of professional experience.
- Ability to effectively manage a trade, not-for-profit, or business organization of comparable size and complexity, including supervising staff, working with a Board of Directors, and managing diverse constituencies.
- Comprehensive and up-to-date knowledge and understanding of the practices and operations of the hospitality industry and legislative issues facing it.
- Experience with marketing and public relations along with the ability to develop and grow business opportunities.
- Perceived as a thoughtful, effective, collaborative leader and manager of people with a demonstrated ability to develop and motivate staff.
- Political acumen and knowledge of the inner workings of policymakers and governmental bodies.
- Effective skills to lead the association to continue to be a prominent regional trade association for the hospitality industry and business leader.

## **BEHAVIORAL AND INTERPERSONAL SKILLS**

- An entrepreneurial, charismatic and empathic leader with the ability to motivate, inspire and instill confidence in others.
- A genuine, enthusiastic, pragmatic leader who can make a difference in the organization and our industry.
- A leader with the backbone to make tough decisions, balanced with demonstrated diplomatic skills and a proven ability to develop good relationships with all types of personalities and leadership styles.
- An executive with effective and inspiring oral and written communication skills. A confident speaker with outstanding negotiating skills.
- A person of unquestionable integrity, honor, and candor. The successful candidate should be a thought leader with a history of integrating cutting-edge programs and ideas.

## **MEASURES OF SUCCESS**

The specifics regarding measures of success, including metrics, will ultimately be agreed upon by the new President and CEO and the RAMW Board, but at the end of the executive's first year, the Board would expect the following:

- A smooth transition of leadership with the CEO has established strong relationships with the RAMW Board, members, and staff and communicates regularly and effectively.
- Recognized as the voice of the industry by local policy makers.
- Diversity, Equity, Inclusion, Accessibility, and Belonging are seen as hallmarks of RAMW's culture and membership.
- Demonstrates a solid understanding of the industry, membership model, revenues, programs, products, and meetings.
- RAMW embraces and encourages the diversity of businesses in its membership, further solidifying its role as the premiere association representing restaurants and the food service industry in the Washington, DC Metropolitan Area.

## ABOUT RAMW

The Restaurant Association Metropolitan Washington (RAMW) is the regional trade association representing restaurants and the food service industry in the Washington, DC Metropolitan Area. Established in 1920, RAMW is an advocate, resource and community for its members.

The Association works to promote and sustain the growth and development of the industry while providing its members legislative and regulatory representation, marketing and small business support. RAMW serves its members with professionalism and integrity, and provides them the training, education and advocacy they need to grow a successful business.

RAMW represents thousands of food service members in the DC Metropolitan area including 5 counties in Northern Virginia, 3 in suburban Maryland and the District of Columbia, whose members generate more than \$5 billion in sales annually, and employ more than 100,000 residents across the region.

## RAMW ASSETS

- [The RAMMY Awards Gala](#)
- [Metropolitan Washington Restaurant Week](#)
- [DC Cocktail Week](#)
- [Spring Wine Fling](#)
- [Educated Eats](#)

## WEB PRESENCE

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

Instagram [@ramwdc](#)

Facebook [/ramwdc](#)

Twitter [@ramwdc](#)

YouTube [/channel/ramwdc](#)

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