



## **SENIOR VICE PRESIDENT, EVENTS AND OPERATIONS / CHIEF FINANCIAL OFFICER**

The Senior Vice President, Events and Operations / Chief Financial Officer is primarily responsible for the planning, execution, and financial performance of CBIA's annual tradeshow, the Pacific Coast Builders Conference (PCBC). The role of CFO oversees the entire organizational budget, human resource management of all California Building Industry Association (CBIA) staff and daily financial operations for the entire organization. This position reports directly to the President and CEO and is the Events department representative and CFO leader to the CBIA Board of Directors, Executive Committee, and Finance Committee.

### **Key responsibilities:**

- P&L responsibility for PCBC's \$3-4M operating budget, with emphasis on growing the event, maximizing revenue, and identifying new market opportunities.
- Create and implement annual budgets, multi-year growth plans, and long-term strategic vision for both PCBC and the entire trade association.
- Stay current on industry trends, implement best practices, and test and incorporate new ideas to position CBIA offerings as a leading-edge convention event.
- Develop and maintain strong relationships with CBIA leaders, members, and local BIA executive officers.
- Enhance and expand the PCBC partnership with Leading Builders of America.
- Oversee and approve strategic and financial decision-making for the Leader-to-Leader Forum.
- Explore and develop new partnership opportunities with other aligned organizations.
- Day-to-day leadership, management, and motivation of the Events department staff to include establishing and evaluating performance goals.
- Work collaboratively across all association departments to foster a sense of shared mission, purpose, and alignment between CBIA's policy goals, membership benefits and event deliverables.
- In conjunction with the events team, develop and manage year-round educational opportunities, including CBIA Governance meetings and industry conferences and webinars as needed.
- Human resource management includes managing all human resource issues for the entire organization including but not limited to compliance with all human resource legal requirements in California and maintaining oversight in direct collaboration with the CEO of the talent and culture of the organization.

**Key attributes:**

- Proven events leader and manager.
- Analytical thinker with a strong understanding of financial measurement and performance.
- Proven ability to strategize and lead sales, revenue, and growth campaigns.
- Willingness to roll up sleeves and get into details where needed, while also maintaining a big picture approach and delegating deliverables to others.
- Communicates articulately and confidently in reports (written and verbal) to leadership and oversight committees.
- Change agent who blends the analysis of a CFO with the spirit of an entrepreneur.

**Education/Experience:**

- Bachelor's degree in Business, Finance, or a related field, or an equivalent combination of education and experience; advanced degree preferred: Certified Meeting Professional (CMP) or Certificate Meeting Management (CMM).
- A minimum of 15+ years of progressively responsible executive experience in tradeshow management, marketing, promotion, sales, and financial/human resource management.
- A minimum of 10 years in senior management experience within a non-profit/for profit organization and/or experience in association, trade, or real estate organization.
- Successful record of managing large events with booth sales and operational responsibility.
- Strong history of meeting and exceeding sales and profit objectives.
- Has contributed to the significant growth and success of a department or an organization.

**Desired Skills/Knowledge:**

- Demonstrated interpersonal, leadership and management skills with the ability to work effectively in a complex matrix, member-focused and team-oriented culture.
- Strong customer focus with a track record in developing programs to anticipate, identify and respond to customer needs and industry trends.
- Creative and strategic thinker with a strong intellect and a proactive style.
- Personable and engaging with an aptitude for building enduring relationships.
- Must be articulate, decisive and an effective communicator with the ability to communicate across all organizational levels and at the highest leadership levels.
- A leader who is team oriented and a consensus builder, with consultative, thoughtful, yet definitive ideas.
- Proficiency with Microsoft Office, Zoom and knowledge in Salesforce and Pardot systems.

- **Workplace Type:** On-Site (80% in office preferred)
- **Location:** Sacramento, California (relocation assistance available)
- **Company Name for Job:** California Building Industry Association
- **Position Title:** Senior Vice President of Events and Operations/Chief Financial Officer
- **Job Function:** Senior Management
- **Job Type:** Full-Time
- **Job Duration:** Indefinite
- **Min Education:** BA/BS/Advanced
- **Min Experience:** 15+ Years
- **Required Travel:** 25%
- **Benefits:** Medical, Dental, 401(k), vacation, paid parking
- **Salary:** \$150,000 - \$250,000 (Based on experience)

**To apply,** please send cover letter and resume to Kim DeWeese at [kdeweese@cbia.org](mailto:kdeweese@cbia.org)