

THE POSITION

Lakeshore Advantage is seeking its next President & CEO to lead the organization through its five-year strategic growth plan and to build on more than two decades of regional economic development leadership. The President & CEO sets the vision and strategy for the organization, delivers direct business attraction, expansion, and retention leadership, and represents Lakeshore Advantage as the Lakeshore region's chief external voice on economic competitiveness.

The organization operates on the Entrepreneurial Operating System (EOS®). The President & CEO will own and steward Lakeshore Advantage's Vision/Traction Organizer TM (V/TO®) — including its Core Values, Core Focus, 10-Year Target TM, Marketing Strategy, and Scorecard — in partnership with the Chief Operating Officer and leadership team and will lead the organization's quarterly and annual planning rhythm.

Strategic Growth Plan

The strategic growth plan guides Lakeshore Advantage's work to attract and generate 5,000 new jobs in higher- wage target sectors over five years. The plan is centered on three initiatives, and the President & CEO will drive execution across all three:

- **Future Workforce:** Accelerate attraction, retention, and growth in the region's talent pipeline, focusing on the next generation of high-demand and emerging workers, education partnerships, and community advisors supporting housing, infrastructure, and childcare.
- **Primary Employers and Communities:** Support the stability and growth of existing employers through business retention, an Economic Response Team, an industry cluster growth plan (food processing/agribusiness, smart manufacturing, and advanced energy storage), headquarter outreach, site consultant relationships, and industrial site readiness.
- **Next Generation of Employers:** Establish a dynamic startup ecosystem through the SURGE incubator, corporate partnerships, education partnerships, and expanded access to capital, positioning West Michigan as a top-ten regional tech hub.

Professional Responsibilities

- Lead execution of the five-year strategic growth plan and its expected outcomes across workforce, primary employers, and next-generation employers.
- Set and steward the organization's EOS Vision/Traction OrganizerTM, Core Values, Core FocusTM, and 10-Year TargetTM in partnership with the leadership team and board.
- Deliver direct business retention, expansion, and attraction services to the region's 600+ primary employers, from founder to Fortune 500.
- Serve as the unifying voice for the Lakeshore region's economic future, deepening collaboration across municipalities, counties, and institutions in Ottawa and Allegan Counties.

- Guide the SURGE entrepreneurial support program and The Next Center incubator to grow the region's startup ecosystem.
- Advance industrial site readiness and the region's industry cluster growth plan (food processing/agribusiness, smart manufacturing, advanced energy storage).
- Cultivate and grow the investor base that funds Lakeshore Advantage's operating budget and supports the organization's five-year strategic growth priorities.
- Build effective relationships with the board of directors; provide timely information, minimize conflict, and maintain a clear distinction between board policy and organizational administration.
- Represent Lakeshore Advantage on state, local, and nonprofit boards, and advocate on behalf of the business community on public policy affecting economic development.
- Recruit, retain, and develop a high-performing, collaborative team aligned with the organization's core values: Always Evolving; CEO of Your Own Responsibilities; Come to the Rescue; Do the Right Thing; and Lead the Standing Ovation.

Competencies

- Passionate about creating growth and prosperity in a community or region.
- History of successful leadership that is visionary, inclusive, accessible, authentic, and grounded in trust- building collaboration.
- Strong understanding of the economic development ecosystem and how to work within a multi- jurisdictional region, with a high-level network spanning local, state, and federal government, and business and industry associations.
- Demonstrated success in fund development, investor engagement, and growing private-sector support, with the ability to build and sustain strong relationships with CEOs, investors, and key stakeholders.
- Knowledge of domestic and international business and markets, business development competencies, and the ability to close deals.
- Experience using metrics, dashboards, and performance management — EOS experience (Scorecard, Rocks, Level 10 Meetings™, V/TOTM) strongly preferred.
- Adept at public policy and advocating on behalf of the business community.
- Demonstrates strategic thinking, sound judgment, and a consistent track record of execution.
- Highly effective communicator, both written and oral, comfortable serving as the public face of the organization.
- Courage, resilience, and persuasiveness to move forward with actionable initiatives that foster economic growth.

- Forms great teams, internally and externally, to execute the Lakeshore Advantage mission.
- Exhibits an ethical approach and commitment to community interests.
- Self-confident, self-aware, and energized by challenges.

Knowledge, Skills, and Abilities Required

- Bachelor's degree and at least ten years of progressively responsible senior leadership experience, with a track record of success leading a complex organization; strong business acumen and project management skills. CECD designation a plus.
- Proficiency in community, economic, and business development, and strategic planning.
- Understanding of the changing dynamics of the regional business environment and what is required to attract and expand businesses in it.
- Strong character, with emotional intelligence, authenticity, and a broad perspective.
- Ability to collaborate and negotiate with community partners and diverse groups of people and interests.
- Superior interpersonal and organizational communications; ability to build and sustain working relationships and coalitions.
- Proven ability to attract, retain, and develop excellent staff, continuing to build, strengthen, and energize a high-performance, collaborative team.
- Professional experience with public relations, media relations, and public speaking.
- Effective board relations, with a clear understanding of the difference between policy and administration.
- Experience working with academic communities to create and leverage public-private partnerships.

Personal Traits

- Managing People and Performance — Manages and empowers people to help them achieve full potential and exceptional individual and team performance.
- Leading and Directing — Inspires and leads through clear vision and direction, organizing and enabling resources, and making critical decisions.
- Managing and Leveraging Relationships — Invests in relationships to influence and build shared goals and optimal organizational outcomes.
- Communication and Presenting — Shares ideas and information across diverse audiences to drive organizational performance.

- Strategic Thinking — Accustomed to changing dynamics facing the organization; leverages sharp organizational acumen to develop strategies for success.
- Planning and Organizing — Plans and organizes a detailed course of action that ensures successful accomplishment of initiatives and objectives.
- Fostering Innovation and Change — Embraces and promotes innovation and change to enhance personal, team, and organizational effectiveness.
- Maintaining Self-Awareness and Impact — Maintains objectivity about self; manages impact on others and learns from experience.
- Adapting to Change and Stress — Adapts and responds well to change, manages pressure effectively, and copes well with setbacks.
- Upholding Standards — Consistently adheres to clear professional and ethical standards that complement those of the organization.

Current Leadership Team

The President & CEO is supported by a leadership team including a Chief Operating Officer (organizational strategy, operations, and governance), a Senior Vice President of Strategic Growth (business solutions and regional community strategy), a Senior Vice President of Engagement (marketing, communications, investor engagement and fundraising), a Vice President of Entrepreneurship (start-up support and incubator management), along with an 11-person, data-driven staff.

Compensation

Lakeshore Advantage's current annual operating budget is \$3.1 million. Salary for the President & CEO role will be competitive and commensurate with experience and qualifications, plus benefits.

Application Process

Interested candidates should apply [Here](#)

Please send questions to: becca@avancersearch.com