



## **JOB TITLE: PRESIDENT AND CHIEF EXECUTIVE OFFICER (CEO) OF CERTIFIED HEREFORD BEEF®**

Certified Hereford Beef LLC (CHB) is solely owned by the American Hereford Association (AHA), a not-for-profit, and strives to increase demand for Hereford cattle by promoting Hereford beef as a premium beef product under the Certified Hereford Beef trademark. CHB was established in 1995 and is recognized for providing beef with unmatched flavor and consistency.

The CEO is responsible for providing strategic, financial and operational leadership insight and will closely coordinate and work with the American Hereford Association and Certified Hereford Beef® board of directors, and AHA and CHB staff. The CEO is responsible for implementing the vision of the boards of directors to create demand for Hereford cattle and will report to the executive vice president of the AHA.

### **PRIMARY RESPONSIBILITIES:**

- Communicate with customers, packers, staff of both AHA and CHB, AHA membership, AHA executive vice-president and board members.
- Lead the strategic planning process for Certified Hereford Beef, crafting robust strategies to address both short-term and long-term opportunities.
- Assume responsibility for managing the entirety of Certified Hereford Beef's operations and decision-making processes.
- Direct the creation and administration of the Certified Hereford Beef budget, exercising fiscal responsibility to drive financial sustainability and growth.
- Manage the negotiation and approval of contracts and agreements for Certified Hereford Beef, fostering mutually beneficial partnerships.
- Identify, analyze, and mitigate risks that could impact the company's financial stability.
- Champion a unified vision and provide leadership to individuals at every level to contribute to the company's success.
- Serve as the key spokesperson for Certified Hereford Beef, traveling extensively to personally connect with current and potential customers.
- Work in tandem with AHA and CHB staff to implement strategic initiatives outlined in the AHA's strategic plan.
- Conduct thorough evaluations, track key metrics, and furnish accurate reports detailing CHB business operations.

### **IMPORTANT LEADERSHIP SKILLS:**

- Strong leadership ability
- Strategic mindset
- Professional business awareness
- Outstanding problem-solving skills
- Self-motivation and ability to lead and manage a team
- Communicate effectively at all levels

### **REQUIREMENTS AND PREFERRED QUALIFICATIONS:**

- Bachelor's degree in Meat Science, Animal Science or equivalent work experience.
- General knowledge of the beef industry and evolution of branded beef programs.
- Experience in the retail and food service industries.
- Executive presence and ability to manage high stress situations.
- Ability to train and develop team members.
- Basic knowledge and understanding of CRM platforms (CHB currently utilizes Salesforce)

### **BENEFITS**

Employees of the AHA enjoy a competitive benefits package including medical insurance, dental insurance, vision coverage, life and disability insurance along with a 401(k). Personal time off (PTO) and vacation are also included.

If you would like additional information or wish to apply, please contact Jack Ward directly at 816-218-2262. A cover letter, resume and references can be sent to [jward@hereford.org](mailto:jward@hereford.org).

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### **CERTIFIED HEREFORD BEEF®/AMERICAN HEREFORD ASSOCIATION**

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