



Position: CEO

Employment Type: Full-time

Reports To: Board of Directors

About the Insights Association:

The Insights Association (IA) is the leading professional trade association dedicated to the advancement of the insights, market research, and data analytics industry. IA supports its members by advocating for ethical business practices, promoting industry standards, providing professional development opportunities, and fostering a collaborative community of insights professionals. As the voice of the industry, IA represents a diverse membership base, including corporate researchers, research firms, technology providers, and independent consultants, helping them navigate the evolving landscape of data-driven decision-making.

Overview:

The CEO serves as the strategic leader of the Insights Association and the face of the Association and U.S. profession, and is responsible for driving the organization's mission, vision, and growth. Reporting to the Board of Directors, the CEO will oversee strategy development, financial sustainability, member engagement, advocacy, events, education, and thought leadership.

Responsibilities:

Strategic Leadership & Vision

- Lead and execute the association's long-term strategic plan, ensuring alignment with industry needs and trends.
- Serve as the chief ambassador and official spokesperson for the association, representing IA across various platforms, including conferences, trade forums, and public events.
 - Engage with key stakeholders, including members, industry leaders, government agencies, and media representatives to advocate for the association's interests, influence policy decisions, and enhance IA's visibility and credibility.
 - Provide strategic communication in media engagements, delivering clear and compelling messaging that aligns with the association's objectives.
 - Ensure IA's voice is effectively heard in public discourse, shaping industry narratives and fostering a positive perception of the organization, its mission, and the profession it represents.
- Develop a strategic plan to deliver on the Association's vision, mission, and tagline, with a focus on content, marketing, and PR.
- Lead initiatives to promote community within the insights profession.
- Identify and respond to emerging challenges and opportunities in the insights industry.
- Promote the U.S. Insights & Analytics Industry by building knowledge about its size, segments, and trends, through continued understanding of innovation, challenges, and opportunities by segment and stakeholder group.



- Serve as the U.S. market's ambassador in global forums, working with other global and national trade associations to promote and protect the U.S. business, and build consistency and collaboration around the world.

Board & Governance

- Collaborate with the Board of Directors to set organizational goals and policies.
- Lead and support board, committees and workstreams, ensuring they have clear charters, goals, and timelines aligned with IA's strategic priorities.
- Provide regular updates on financial health, strategic progress, and industry developments.
- Ensure adherence to best practices in governance, ethics, and compliance.
- Facilitate board meetings and provide strategic recommendations based on data-driven insights.

Financial Management & Revenue Growth

- Oversee financial planning alongside the COO, including budgeting, membership growth, and revenue diversification.
- Identify new revenue opportunities, including product, service, and membership growth.
- Ensure fiscal responsibility and transparency, working closely with finance teams to maintain a sustainable operating budget.

Membership Engagement & Growth

- Oversee the development of strategies to attract, retain, and engage members across various industry sectors, working with the membership team.
- Foster a culture of collaboration and engagement within the IA community through outward facing focus and community presence.
- Assist in membership sales, especially among large and strategic firms.

Oversight of Volunteer Chapters, Committees, and Working Groups

- Provide strategic direction, charters, goals, and KPIs to regional chapters, committees, and working groups, ensuring alignment with IA's mission and strategic priorities.
- Promote a culture of inclusivity and recognition by acknowledging the contributions of volunteers through awards, spotlights, and professional development opportunities.
- Ensure transparency and accountability in the governance of volunteer groups, including adherence to IA's bylaws and ethical standards.

Advocacy & Industry Representation

- Oversee IA's advocacy and government affairs efforts alongside the SVP, Advocacy, ensuring industry interests are represented in legislative and regulatory discussions.
- Stay informed on data privacy, consumer protection, and market research policies, providing guidance to members on compliance and best practices.
- Build strong relationships with government agencies, industry partners, and international associations.



Events, Education & Thought Leadership

- Oversee the planning of conferences, webinars, and training programs that advance professional development.
- Position IA as a thought leader by promoting cutting-edge research, best practices, and industry standards.
- Foster collaboration with academic institutions, corporate partners, and research firms to elevate industry knowledge.

Operations & Team Leadership

- Create a high-performing team, fostering a culture of innovation and accountability.
- Champion a member-centric approach in all organizational activities.
- Directly oversee and manage the COO, SVP, Advocacy, and Director, Research.

Ethics, Compliance & Member Inquiries

- Address member inquiries related to professional ethics, ensuring compliance with IA's Code of Standards and Ethics.
- Provide guidance and resources to help members navigate legal issues and regulatory compliance, including data privacy, consumer protection, and fair business practices.
- Establish and oversee a transparent process for handling complaints about member conduct, ensuring fairness, confidentiality, and adherence to established policies.
- Collaborate with IA's Standards Committee to investigate and resolve ethical breaches and disputes.
- Serve as a trusted advisor on complex legal and ethical issues, coordinating with legal counsel and advocacy teams as needed.
- Ensure the association's policies are regularly reviewed and updated to reflect evolving legal and regulatory environments.

Contributing to Research Quality & Standards

- Oversee all Association research and benchmarking initiatives alongside the Director, Research, ensuring they align with member needs, serve all member segments, and maintain the highest research standards.
- Champion the development and adoption of best practices and standards that enhance the quality, credibility, and integrity of research across the insights industry.
- Collaborate with global associations, academic institutions, research firms, and thought leaders to advance methodologies and ensure that IA's guidelines reflect current and emerging practices.
- Establish and oversee committees or working groups focused on research quality, including the Global Data Quality initiative, ensuring diverse representation and expertise.
- Drive initiatives to improve data quality, sampling methodologies, and analytic rigor in both quantitative and qualitative research.



- Promote transparency and reproducibility in research through guidelines, training, and resources for members.
- Organize and support workshops, webinars, and certification programs focused on enhancing research competencies for members.
- Develop and disseminate white papers, best practice guidelines, and case studies to elevate the industry's understanding of high-quality research practices.
- Advocate for the responsible use of AI, machine learning, and emerging technologies in research, balancing innovation with ethical considerations.
- Establish and monitor key performance indicators (KPIs) to assess the impact of IA's efforts on industry research standards.

Required experience and competencies:

- **Proven Executive Leadership:** 15+ years of progressive senior leadership experience in insights, market research, data analytics, or adjacent sectors (marketing, tech, media, consumer intelligence) with a strong track record of driving growth, strategic innovation, and organizational excellence at the CEO, Executive Director, or senior VP level. Association/not-for-profit experience a plus.
- **Member/Customer Engagement & Growth:** Experience developing and executing strategies that expand membership/customer base, strengthen retention, and enhance member/customer value.
- **Advocacy and Policy Exposure:** Familiarity with public policy, privacy, and data governance issues relevant to the insights industry.
- **Brand and Marketing Leadership:** Experience launching new brand positioning, communication strategy, and thought leadership programs that elevate visibility and engagement.
- **Financial and Operational Acumen:** Track record managing multi-million-dollar budgets, driving financial sustainability, and diversifying revenue streams.
- **External Relations:** Strong stakeholder management skills — funders, board, staff, industry partners, and government entities.
- **Change Leadership:** Demonstrated ability to lead organizational transformation, modernize programs, and inspire adoption of new technologies or approaches.

Leadership and cultural attributes:

- **Mission-Driven and Member-Focused:** Deep commitment to advancing the insights and analytics profession and serving a diverse member community.
- **Exceptional Discernment:** Advances the industry's collective interests by identifying the right issues to champion while fostering unity across diverse member segments and prioritizing what's best for the profession over individual or organizational interests.
- **Collaborative and Inclusive Leader:** Builds trust, fosters teamwork, and creates a culture of openness, equity, and belonging.
- **Innovative Thinker:** Champions innovation in research, technology, and data practices; anticipates industry shifts.
- **Advocacy-Oriented:** Passionate about representing the industry's voice to policymakers, partners, and the public.



- **Strategic Communicator:** Skilled at translating complex topics (data privacy, AI, market research trends) into clear, compelling narratives.
- **Credible and Relatable:** Seen as a peer and thought leader by both corporate and agency-side insights professionals.
- **Ethical and Transparent:** Models integrity, accountability, and professionalism.
- **Marketing and Brand Savvy:** Understands how to grow awareness, strengthen brand reputation, and communicate the Association's value to members and the public.