

**CALIFORNIA ACADEMY OF FAMILY PHYSICIANS**  
**POSITION ANNOUNCEMENT**  
**Executive Vice President**  
[www.familydocs.org](http://www.familydocs.org)

**The Organization**

Since 1948, the California Academy of Family Physicians (CAFP) has championed the cause of family physicians and their patients. Today, with nearly 10,000 family physicians, residents and medical student members, the Academy is a leader in developing and delivering outstanding education for family physicians in California and nationally. CAFP also maintains a strong and successful advocacy presence in the state capitol on behalf of its members. Located in central San Francisco, CAFP is a 501(c)(6) organization with a staff of 11 professionals and annual revenue of approximately \$3M. It has 30 county chapters in 10 districts. A member-elected, 23-person Board, including an Executive Committee of seven officers, governs the business of CAFP using a knowledge-based, decision-making process.

**The Position**

The EVP directs the overall, day-to-day operations of the CAFP and its many programs and services and manages, motivates and mentors staff in a team-oriented environment. He or she also oversees the Academy's education programming, annual meeting, membership initiatives and extensive advocacy efforts. The EVP is responsible for achieving operating and financial objectives for the CAFP, its 501(c)(3) Foundation and its political action committee. The EVP serves as a partner to the Board in fulfilling its direction to achieve the vision and mission of the organization.

**Experience, Skills and Qualifications**

1. Bachelor's degree in business or health administration, public health or similar field; master's degree preferred; CAE encouraged.
2. 7-10 years' work experience in complex organizations, with demonstrated success in leading, planning and organizing operations; executive-level experience much preferred.
3. 3-5 years' experience working with physicians as a senior executive in a health care organization or non-profit association; solid experience with non-profit association governance.
4. At least 5 years of having successfully managed and motivated a high-performing staff team, with experience hiring and conducting regular performance appraisals.
5. Experience with all major association business initiatives.
6. Exceptional leadership and communication skills.
7. Understanding of health care issues at the state (California) and national levels.
8. Strong background in marketing and finance.
9. Proven ability to organize and lead advocacy efforts.
10. Experience with developing and implementing strategic planning initiatives.
11. Ability to develop and implement a digital engagement plan, including social media, for member engagement.
12. Understanding of how to leverage technology for the benefit of the organization; experience with membership databases, preferably Salesforce.
13. Financial management experience and the initiative to expand membership, enhance existing business and identify viable new sources of non-dues revenue.
14. Proven track record in successful collaborations and consensus building.
15. A personal commitment to advancing and protecting the practice of family medicine and championing the important role of family physicians in their communities.

**Search Process**

This search is being conducted by Tuft & Associates. Those interested in applying should email a confidential resume, along with a cover letter outlining specific qualifications related to this Position Profile, to:

**Kathleen R. Henrichs, PhD**  
**Tuft & Associates**  
[cbajak@tuftassoc.com](mailto:cbajak@tuftassoc.com)

Revised March 8, 2018