



KORN FERRY



Confidential Position Specification

# **Institute of Real Estate Management**

**Chief Executive Officer/Executive Vice President**

2021

## CONFIDENTIAL POSITION SPECIFICATION

<b>Position</b>	Chief Executive Officer/Executive Vice President
<b>Organization</b>	Institute of Real Estate Management (IREM)
<b>Location</b>	Chicago, IL
<b>Reporting Relationship</b>	IREM Board of Directors (President, President-Elect, and Secretary/Treasurer) and IREM Foundation Board of Directors
<b>Website</b>	www.irem.org

### ORGANIZATION BACKGROUND

The Institute of Real Estate Management (IREM) is an international institute for property and asset managers, providing complete knowledge to take on real estate management's most dynamic challenges. That means knowledge prepared for the day-to-day and the one-of-a-kind: from solving the latest tenant crisis to analyzing market conditions.

For over 85 years, our members have made us the world's strongest voice for all things real estate management. Today, almost 20,000 leaders in commercial and residential management call this home for learning, certifications, and networking. With 57 full time staff, the organization has annual revenue of \$12.8 million.

#### **IREM Mission**

IREM advances the profession of real estate management.

#### **IREM Vision**

Real estate management professionals are recognized as essential for the success of our communities, the people who use the properties, and the investors who own the assets.

#### **IREM Values**

**Leadership:** We believe that leadership is not just a position, it's a mindset. It is listening, understanding, and helping others succeed. IREM members lead the way, ensuring a sustainable profession for future generations.

**Collaboration:** We believe there is strength in members. When members join together to learn, network, and give back, they not only move the profession forward, but they also move each other forward. When one of us succeeds, we all succeed.

**Integrity:** We insist on uncompromising adherence to ethical standards. Our members do what is right, putting the interests of their clients, owners, tenants, and residents above their own.

**Inclusion:** We know our success depends on diversity. We're committed to understanding the perspectives of underrepresented groups and doing the work that is needed to include all voices.

**Knowledge sharing:** We hold ourselves accountable as knowledge experts with a responsibility to share all we know about property and asset management with each other. We advocate for continuous learning and sharing with peers, partners, and fellow organizations.

### IREM Strategic Goals:

- **Awareness:** Real estate management is known, understood, and globally recognized as a valued profession.
- **Next Gen:** IREM equips the next generation of real estate managers to impact the future success of the profession.
- **IREM Experience:** IREM is relevant to members and customers who are engaged on their terms.
- **Education & Life-Long Learning:** IREM's knowledge solutions are recognized as essential and used by real estate management professionals and other real estate stakeholders.
- **Diversity, Equity, and Inclusion:** IREM leads the real estate management community worldwide in equity, inclusion, and diversity

### What we offer:

- **Industry-Leading Learning**  
Whether starting out or a seasoned manager: IREM offers courses, tools, publications, and news developed by the brightest real estate managers. Our classroom, online, and on-demand courses can help members certify, master core competencies, or build new skills. Members access more than 250 forms, checklists, and templates used by real-world managers, and publications like IREM Income/Expense Analysis® Reports, the industry's foremost collection of benchmark financial data from 10,000+ buildings. Whatever the topic, IREM offers the most complete real estate management knowledge.
- **Internationally Recognized Certifications**  
Members may find their fit with IREM's rigorous certifications that are symbols of ethical leadership and a well-managed property worldwide. Earn the IREM CPM® (Certified Property Manager®) – the premier property management certification – and gain knowledge that transcends asset class. They may seek IREM's early-career certifications for residential and commercial managers and develop command of the fundamentals. They can certify their property management firm or building sustainability with the prestigious AMO® and Certified Sustainable Property (CSP) certifications.
- **Powerful Networking**  
IREM members have answers and advice at their fingertips thanks to a powerful international member community of residential, commercial, retail, and mixed-used managers – each at the top of their game. They can connect locally with 80 U.S. IREM chapters and 17 International IREM chapters or learn and network with top IREM and industry thinkers from around the world at the IREM Global Summit and other IREM events.

### KEY RESPONSIBILITIES

IREM is seeking a CEO/EVP to lead the organization and represent its members broadly to the real estate management sector and peer professional associations. The CEO/EVP will be a visionary, dynamic leader with a unique ability to inspire growth through engaging and empowering the next generation workforce, employing thought leadership to promote the IREM brand, and communicating IREM's unique, differentiating values. Above all, the CEO/EVP will focus on IREM's mission of promoting superior real estate management through education and information sharing.

The IREM CEO/EVP will be responsible for the following areas:

- **Strategic Direction:** Provide visionary and dynamic leadership and direction to members and staff and ensure the continued development and management of a professional, efficient, and highly innovative results-oriented organization. Establish effective fact-based decision-making processes that will enable IREM to achieve its long-term and short-term goals and objectives. Collaborate with the Executive Committee to refine its strategic plan on a regular cadence to ensure continued alignment and relevancy.
- **Membership Value:** Ensure that IREM is relevant to the global real estate management sector by consistently driving value for IREM members through existing and new programs and services. Incorporate member priorities and feedback into the development of programs and services to maximize the value of their IREM experience and drive engagement. Provide support and value to the Chapters to advance their success.
- **External Stakeholders:** Advance the profile and influence of IREM as a thought leader with key opinion-formers and major decision makers within the global real estate management sector. Cultivate strong relationships with vendors and service providers; serve as an external spokesperson and representative for the membership to a wide range of key constituents including real estate companies, associations, industry members, and sponsors.
- **Communications:** Ensure that IREM's unique value proposition is communicated throughout the industry to enhance credibility, grow membership in varying demographics, and retain the loyalty of existing members.
- **Staff Leadership:** Oversee the general management of IREM operations, delegating to and empowering staff leaders, but maintaining close communication regarding progress towards goals and projects. Recruit, develop, motivate, and engage a diverse staff to manage and administer the programs and services of the association in support of the members, strategic plan, and operational objectives. Ensure that appropriate performance management processes are in place for evaluating staff on an annual basis, to ensure accountability and results. Foster an inclusive, open, and service-oriented culture, with an entrepreneurial spirit.
- **Executive Committee Relations:** Execute and implement all decisions of the Executive Committee. Cultivate a strong and transparent working relationship with the Executive Committee and ensure open communication about the results and impact of financial and programmatic performance against stated milestones and metric-based goals. Develop specific administrative policies, procedures, and programs to implement the strategic plan and general policies of the Executive Committee.
- **Financial Management:** Oversee annual budget preparation and audit review. Provide timely and accurate analysis budget performance, financial reports, and financial trends to the Executive Committee to ensure transparency of IREM financial performance. Ensure that annual budgets are met. In times of budget challenges, identify for the Executive Committee options for efficiencies that do not materially negatively impact the organization, and seek new opportunities for revenue generation.

## PROFESSIONAL EXPERIENCE/QUALIFICATIONS

- Minimum 10 years of relevant experience in a related senior executive management role within the association or related field. Knowledge of real estate industry desirable, but not required. Passion to advance the mission and values of the IREM.
- Experience collaborating with a volunteer executive committee/board to develop a strategic plan and budget, and successful delivery of bottom-line results.
- Ability to build strong relationships with the volunteer leaders, senior executives, colleagues, vendors, and partner organizations. Demonstrated experience successfully managing key internal and external stakeholders and relationships.
- Demonstrated competency across a broad range of managerial functions appropriate to an association of comparable size, including financial management, strategic planning, program delivery, marketing, and staff/member relations leadership.
- Demonstrated experience in inspiring others to deliver superior performance. Proven ability to recruit, train, motivate, empower, and manage staff in a high-performing environment.
- Experience working internationally with a member-based organization.
- Strong interpersonal skills, with proven ability to collaborate across the organization to implement processes and achieve results.
- Strengths in the areas of critical thinking, problem solving (issue identification and prioritization), communication and presentations are essential for this role. The ability to exercise sound judgment and make decisions based on accurate and timely analysis.
- Track record of success and experience with partnership development, revenue generation and development, and sponsorships.
- Experience overseeing design and execution of creative educational and research-based programs.
- Persuasive and highly polished, well-developed public speaking skills
- Models the highest ethical standards
- Expect a significant amount of travel, including but not limited to: IREM events, industry/association conferences, etc. Travel in the first year may be increased as CEO becomes acquainted with organization.

## EDUCATION

Bachelor's degree preferred. Advanced degree in related field a plus.

## COMPENSATION

A competitive compensation package will be provided to attracted outstanding candidates.

## KORN FERRY CONTACTS

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