

About the Organization

American Cancer Society

The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer. For more than 100 years, ACS has been the preeminent cancer-fighting organization in the United States, helping to lead an evolution in the way the world prevents, detects, treats, and thinks about cancer. ACS's nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN), has worked to make cancer a top national priority. ACS CAN supports evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem. It gives ordinary people extraordinary power to fight cancer by making their voices heard.

ACS and ACS CAN rely on the strength of 1.5 million dedicated volunteers. From governance volunteers who set strategy and policy to community volunteers who organize patient support programs and fundraising activities, the Society's volunteers, supported by professional staff, drive every part of the mission.

The results have been impressive. The American Cancer Society and ACS CAN contributed to a 29% decrease in the overall US cancer death rate since 1991. That equates to 2.9 million cancer deaths that were avoided because of the American Cancer Society, ACS CAN, and others.

In 2019, the American Cancer Society set a nationwide challenge goal to reduce cancer deaths by an additional 40% by 2035. ACS and ACS CAN are working toward those goals through research, education, advocacy, and service, including:

- **Research:** Since 1946, the American Cancer Society has invested more than \$4.9 billion in cancer research, all to find more – and better – treatments, uncover factors that may cause cancer, and improve cancer patients' quality of life. ACS's expert staff researchers are dedicated to improving knowledge of nearly every aspect of cancer, from what causes it to how we can end it. Additionally, ACS grants program funds innovative research conducted by hundreds of scientists and health care professionals – primarily early in their careers – at institutions nationwide. It has a track record of identifying researchers who deliver breakthroughs, as evidenced by the fact that 49 funded scientists went on to win the Nobel Prize, often considered the highest accolade any scientist can receive.
- **Advocacy:** The American Cancer Society Cancer Action Network supports evidence-based policy and legislative solutions designed to have the greatest impact toward eliminating cancer as a major health problem. Priority initiatives include cancer research funding that saves lives today and for generations to come; patient quality of life laws and initiatives during and after treatment; access to health care for all Americans that addresses health disparities and includes access to affordable health insurance and cancer care from prevention through treatment; tobacco control laws that prevent children from smoking, help adults quit and ensure the government regulates tobacco industry practices; cancer prevention laws and funding for programs that are proven to prevent cancer and save lives; and Medicaid insurance coverage to help low income Americans stay healthy, go to work, and care for their families.
- **Cancer Prevention:** ACS funds and conducts research to discover how people can take steps to reduce their cancer risk and provides information on the causes of cancer – from environment to lifestyle choices to

genetics, and more. ACS works to encourage healthy lifestyle choices – like avoiding tobacco, eating healthy, and being physically active – that could help to eliminate approximately 50% of deaths from cancer.

- **Cancer Screening and Early Detection:** ACS publishes guidelines for health care professionals and lay people alike, to help individuals know what cancer screenings are right for them.
- **Access to Care:** No one should die of cancer because they cannot get the quality care they need. ACS is working to increase screening and reduce cancer risk for underserved communities and boost its investment in transportation and lodging programs to help patients receive treatment and support.
- **Patient and Caregiver Services:** ACS provides patients and caregivers with resources that can help improve – and even save – lives. From free rides to chemo, places to stay when treatment is far from home, and the live 24/7 helpline, ACS is available for everyone with cancer questions and concerns.
- **Survivorship:** ACS is transforming the care and long-term health of the 15.5 million cancer survivors in the US through innovative ways to mitigate the harmful long-term effects from cancer and cancer treatment.
- **Supporting Multicultural Communities and Advancing Health Equity:** ACS supports multicultural communities in a variety of ways to help reduce the risk of cancer. It seeks to advance health equity and address cancer disparities by working to ensure that no one is disadvantaged in their fight against cancer because of how much money they make, the color of their skin, their sexual orientation, their gender identity, their disability status, or where they live.
- **Acting as a Partner and Convener:** ACS and ACS CAN convene roundtables bringing together allied organizations to work collaboratively and achieve even greater impact.

Organizational Structure

The American Cancer Society, Inc., is a 501(c)(3) nonprofit corporation governed by a single fiduciary Board of Directors that is responsible for setting policy, establishing long-term goals, monitoring general operations, assessing organizational outcomes, and reviewing and approving the annual budget. The Board is comprised entirely of volunteers from the medical and lay communities.

ACS's global headquarters is based in Atlanta, Georgia, with staff and volunteers throughout the country that support six geographic regions. The global headquarters is responsible for overall strategic planning; corporate support services such as human resources, financial management, IT, etc.; development and implementation of global and nationwide endeavors including the research program, global program, and 24/7 live helpline; and providing technical support and materials to regional and local offices.

ACS CAN is based in Washington, DC, with staff and volunteers across the country supporting federal, local, and state advocacy initiatives.

Other Information

The American Cancer Society and ACS CAN invest hundreds of millions of dollars every year to fight cancer on a nationwide and global scale and have earned the public trust for over a century by demonstrating diligent financial stewardship that's focused on having the greatest impact against this disease.

For more information, please visit <https://www.cancer.org/>.

Position Summary

American Cancer Society

The Chief Executive Officer (CEO) of the American Cancer Society and American Cancer Society Cancer Action Network will lead the continued transformation of one of the nation's most important and impactful nonprofit organizations, as well as its influential nonprofit, nonpartisan advocacy affiliate. The CEO will partner with the influential ACS and ACS CAN boards of directors to provide the vision, strategic direction, and external and internal leadership to position ACS and ACS CAN for success as they emerge from the COVID-19 crisis and return to growth. The CEO will provide the vision and strategic direction with a keen focus on impact, digitization, modernization, and long-term sustainability. This leader will inspire, energize, and motivate the staff, volunteers, donors, and other stakeholders on this journey, fostering a culture of collaboration, shared accountability, and mission focus.

The CEO will work closely with the ACS and ACS CAN boards to develop and implement ACS's strategic plan and to ensure ACS and ACS CAN's short- and long-term fiscal health. This leader will play an active role in driving cancer programs and initiatives and in fundraising, both in cultivating major donors and in transforming and optimizing responsive, digital channels to support revenue-generating functions of the organization. The CEO will serve as the chief representative of and spokesperson for ACS and ACS CAN to key stakeholders, including volunteers, researchers, funders, policy makers, and the media, and will focus on building, maintaining, and energizing relationships with these stakeholders. Additionally, the CEO will be responsible for the overall leadership and management of ACS and ACS CAN, including developing, diversifying, and motivating ACS and ACS CAN's staff and volunteers.

The location for this position is flexible.

KEY RELATIONSHIPS

Reports to Board of Directors

Direct reports* Chief Operating Officer
President, ACS CAN
Chief Financial Officer
Chief Legal and Risk Officer
Chief Medical and Scientific Officer
Senior Vice President, Field Operations

**Proposed structure. ACS has implemented several different leadership team models over time, and the CEO will have the flexibility to determine the appropriate model going forward.*

Other key relationships Current and potential donors
Volunteers
Medical and scientific community
Media
Relevant legislators and government agencies

DESIRED OUTCOMES

- Continue to demonstrate progress towards a world without cancer.
- Stabilize ACS's financial condition and organization through the remainder of the COVID-19 crisis and position it for growth in the future.
- Evaluate the fundamental elements of the current business model and delineate a plan to effectively deliver ACS's mission going forward.
- Compose and execute a comprehensive development strategy that leverages current technology and access techniques to build a diversified and sustainable portfolio of funding sources, including major donors, foundations, corporate partnerships, events, and continued grass roots contributors.
- Leveraging the strength and trust in the brand to craft and communicate a vision for the American Cancer Society of the Future, which may include redefining its place among competitors and focusing its efforts in order to have the most impact.
- Align ACS's programs, services, advocacy efforts and investments to address health inequities and the needs of the communities it seeks to serve.
- Bring together ACS by promoting a culture of transparency and collaboration to build trust and elevate morale across all levels of the organization.

The American Cancer Society and the American Cancer Society Cancer Action Network seek a visionary leader with multi-sector (private, public, and/or nonprofit) experience and a record of strengthening organizations, delivering breakthrough results, and setting the direction for sustainable growth and impact in the future. The CEO will have led organizations of significant scope, scale, and complexity and established operating policies and procedures commensurate with the organization's reach and size. This will require a leader who is innovative, dynamic, and courageous, and who understands how to cultivate relationships with leaders in healthcare and the scientific community, government, business, donors and volunteers. The new CEO will be an inspirational and compelling voice for ACS's mission.

IDEAL EXPERIENCE

Inspiring and Enterprising Leader

A track record of successfully driving results and growth in large, diverse and complex organizations. Prior CEO experience is preferred. Previous turnaround experience is a plus.

Outward Facing Leadership

Experience serving as an inspiring, credible, and compelling "face and voice" of an organization, with experience working with top-tier national media; public speaking before large, high-profile groups; and advocating to relevant government officials.

Mission Orientation

Authentic passion for ACS's mission. Experience with and/or connection to mission-driven, public-health or similar nonprofit organizations as a volunteer or staff member is a plus.

Healthcare and Science

Fundamental knowledge of and/or appreciation for scientific discovery, healthcare delivery, and public health with a passion for advancing cancer research, education, advocacy, and patient services.

Development and Donor Relations

A track record of successful fundraising or equivalent revenue generation, including cultivating and stewarding major donors. Experience working with professional fundraising staff or equivalent revenue-generating staff to build and/or evolve a fundraising program is a preferred.

CRITICAL LEADERSHIP CAPABILITIES

Strategic Thinking

The American Cancer Society and ACS CAN have reached an inflection point in their evolution from a federation of state and regional organizations into a cohesive, unified force that has the greatest impact for the greatest number of people. While its mission to save lives, celebrate lives, and lead the fight for a world without cancer is steadfast, ACS and ACS CAN must define their roles and purposes among other organizations striving to

deliver on their respective organizations, as well as competing for donors. As such, the new CEO will provide visionary leadership that enables both short-term financial stability and long-term strategic transformation by:

- Working with the ACS and ACS CAN boards to revise the organizations' strategies and adapt to the evolving environment in the short term, and identifying and prioritizing future, longer-term areas of opportunity for the organization to increase and enhance its impact.
- Challenging assumptions and the status quo and identifying innovations to the traditional business model that ensure the organization is financially sustainable in the long term.
- Thinking at least 3-5 years ahead of the current strategy.

Collaborating and Influencing

In this highly visible outward and inward facing leadership role, the CEO will advance ACS's mission and enhance the impact of both ACS and ACS CAN by:

- Quickly engaging and developing trust and credibility with the Board, staff, donors, research community, and other external constituencies.
- Articulating ACS's mission, value proposition, and impact effectively and with passion, and serving as an eloquent and compelling spokesperson.
- Cultivating and building relationships and partnerships with both current and potential donors, ultimately growing ACS's revenues to enable greater impact.

Inclusive Leadership

The next CEO will successfully harness the passion and commitment of the staff by serving as a team builder, mentor, and motivator. This includes:

- Engaging, inspiring, and empowering a diverse, motivated, and high-performing team, bringing out each team member's personal best while modeling passion for the organization's mission.
- Communicating ACS's long-term direction and collaborating with the ACS and ACS CAN teams on how to reach it.
- Holding the organization accountable for its commitments, providing clarity, fairness, and constructive feedback, and motivating team members to achieve their goals.
- Creating an inclusive workplace environment and addressing recruiting practices, policies, procedures, and unspoken rules that disadvantage underrepresented employees because of their ethnicity, disability, gender, race, religion, sex, sexual orientation, or socioeconomic status.
- Defining measurable goals and regularly collecting data to track where the organization stands on its equity, diversity and inclusion efforts.

OTHER PERSONAL CHARACTERISTICS

- Infectious passion for and commitment to ACS's mission
- High integrity; trustworthy
- Able to engage authentically with stakeholders ranging from CEOs to community volunteers
- Decisive, honest, and transparent