



Organization Overview

Dairy West represents dairy farm families in Idaho and Utah to promote the dairy industry and products locally, nationally and globally. We are passionate about what we do, every day, because dairy farmers play a critical role in providing the world with safe and nutritious food. From forging industry partnerships to hosting community events, Dairy West seeks to deliver impactful information and experiences that can help secure a brighter future for us all. We thrive on big ideas, and strive to create an environment in which the dairy community is a positive change-maker. Our goal is to have the world see dairy the way we see it: as a key ingredient in the health and prosperity of our planet.

Position Overview

Reporting directly to the Dairy West Board of Directors, and secondarily to the Idaho Dairy Products Commission and the Utah Dairy Commission boards, the **Chief Executive Officer (CEO)** is accountable for preserving, protecting and enhancing the resources entrusted in the leader's care for the long-term success of the organization. The CEO is responsible for setting the vision, making certain that the mission is carried out, managing the operations of the organization and ensuring compliance with the charter of dairy checkoff and all federal, state and local laws. The CEO leads the organization's employees and reports / answers to the Dairy West and State Commission Boards of Directors.

It is the CEO's responsibility to foster a working environment that allows Dairy West staff to feel that our external brand representation is a direct reflection of our internal culture and organizational values. The CEO inspires action across Dairy West while enhancing trust and strengthening relationships. The CEO exhibits behaviors that are expected of all Dairy West employees, including the highest levels of job performance and professional conduct. Additionally, the CEO embraces diverse responsibilities, is open to regular feedback and adapts to change with ease and enthusiasm.



PRIORITIES

- **Establish** rapport, trust, and positive working relationships with all key stakeholders including the Board, staff, processors/industry partners, other states and regions, elected officials, and community partners.
- **Increase** farmer investor confidence by showing a return on investment (ROI) of the dairy farmers' checkoff dollars.
- **Continue** efforts to enhance consumer trust and drive demand for dairy products both domestically and globally.
- **Champion** effective marketing and brand storytelling, ensuring their message resonates powerfully and establishes Dairy as an industry leader.
- **Ensure** products produced by processors in Idaho and Utah are effectively promoted to facilitate continued processor expansion.
- **Seek** opportunities to enhance mutually beneficial relationships with other agricultural commodities and commissions in the region.
- **Position** Dairy West as a Partner of Choice, known for its approachability and collaboration across state and regions, as well as with community partners.
- **Ensure** the continued professional development and retention of staff at all levels.
- **Serve** as a catalyst for greater cohesiveness in the dairy industry, seeking stronger partnerships between promotion and policy, in addition to other industry partners.

RESPONSIBILITIES

- **Serves** as the lead steward and primary brand ambassador of the Dairy West organization, its Board of Directors, and its people.
- **Establishes** and carries out the vision and direction for the organization in alignment with the Board of Directors and the charter of the dairy checkoff program.
- **Builds** a strong commitment to Dairy West's vision and core values among staff, Board of Directors, dairy farmers and industry influencers.
- **Creates** clear policies and processes and holds team members accountable for consistent adherence.
- **Builds** and maintains confidence in the Board of Directors, provides timely Board communication, coordinates and manages Board meetings and responds to Board input.
- **Makes** decisions to fulfill the mission of inspiring trust and building demand for dairy.
- **Ensures** all aspects of the operational success of Dairy West and the partner State Dairy Commissions.
- **Assesses** risks to the organization and ensures they are monitored and minimized.
- **Ensures** compliance with all local, state and federal laws and the United States Department of Agriculture Ag Marketing Services (USDA AMS) rules.
- **Oversees** the budget and financials in close coordination with the Finance team and Board of Directors.
- **Leads** the team to develop and execute a relevant and robust strategic plan.
- **Develops** a team of confident, well-recognized leaders according to organizational leadership and growth and development philosophies.
- **Provides** coaching, mentoring, recommendations, feedback, and support to team members across the organization.
- **Serves** as a leader within the industry by being well-informed on industry trends, issues and initiatives and by staying current on market innovations.
- **Acts** as a primary spokesperson for the organization.
- **Fosters** and cultivates relationships with industry partners and influencers on behalf of regional dairy farm families.
- **Leads** the region in times of crisis.
- **Performs** other duties as necessary.



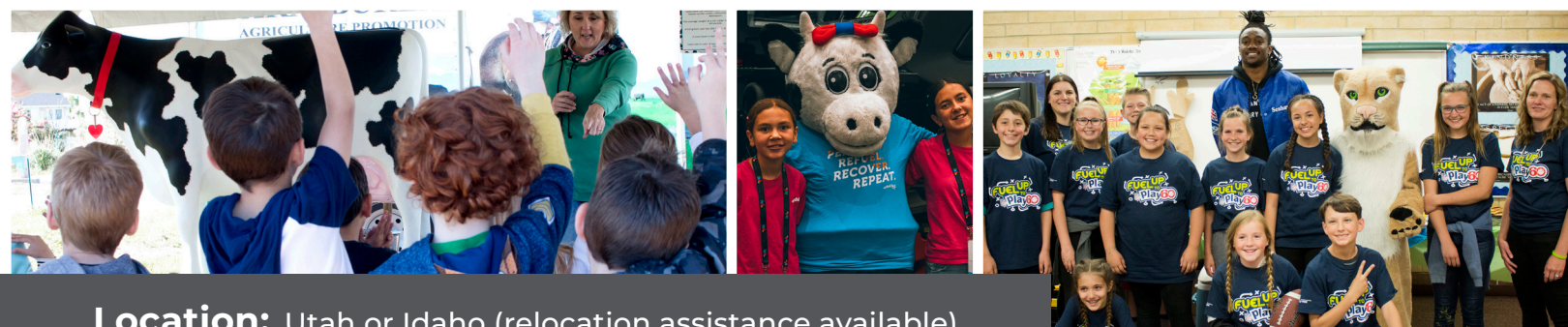


EXPECTATIONS

- **Reflects** the behaviors associated with Dairy West's core values of trust, action and stewardship.
- **Works** collaboratively to achieve success.
- **Demonstrates** a mindset of service and helpfulness to others.
- **Shows** a propensity to be action-oriented and appreciates a fast-paced, variable work environment.
- **Shows** respect for others and has caring, direct conversations.
- **Builds** trusting relationships both within and outside of the Dairy West organization.
- **Clearly** communicates the value of checkoff and our programming.
- **Executes** all job functions with a commitment to excellence.
- **Proactively** offers solution-oriented innovation.
- **Prioritizes** and manages workload effectively.
- **Keeps** the farmer investment top of mind, always.
- **Takes** risk in pursuit of excellence.
- **Demonstrates** a high level of curiosity and willingness to pursue professional development.
- **Takes** ownership for individual success within the organization.

QUALIFICATIONS

- Bachelor's degree (Master's preferred) plus 15 years of experience in a field that supports the responsibilities of the position, or any equivalent combination of education and experience.
- Minimum of five years of experience in senior management and supervisory experience required.
- Results-driven personality with a skill for leading and motivating others.
- Exceptional verbal and written communication skills; comfortable with public speaking.
- Ability to prioritize, delegate and oversee a multitude of divisions.
- Ability to build consensus and relationships.
- Strong technology skills, including proficiency in Microsoft Office Products.



Location: Utah or Idaho (relocation assistance available)

Ideal Candidate Profile

Dairy West's ideal candidate will be a **strong, results-oriented, accessible, transparent, inclusive** and **humble** leader who remains **fiercely dedicated to their mission and farmers**. Working closely with the Board of Directors and staff, this person must demonstrate a steadfast commitment to establishing a positive workplace culture. The ideal candidate is farmer-focused and serves as a transformational leader who trusts and empowers their team to make decisions and reach their full potential. This individual should be politically savvy, without being political.

The ideal candidate must also have unquestioned personal **integrity, professionalism**, and a **positive work ethic**. They will have strong presentation and communication skills with an outgoing, personable, and inclusive management style, acting as both a connector and catalyzer. Possessing a high emotional quotient (EQ), this leader will be perceived as an active listener who fosters an organizational culture and environment where staff look forward to coming to work, where an appropriate sense of humor and camaraderie is ever present, and work is a passion rather than just a means to earn an income. While not required, the ideal candidate will have a background in dairy or agriculture.

