POSITION PROFILE

President & CEO
Partnership for a Healthier America
Greater Washington, DC / Flexible Location
ABOUT PARTNERSHIP FOR A HEALTHIER AMERICA

PARTNERSHIP FOR A HEALTHIER AMERICA (PHA) IS THE PREMIER NATIONAL NONPROFIT WORKING TO TRANSFORM THE FOOD LANDSCAPE IN PURSUIT OF HEALTH EQUITY.

Launched in 2010 in partnership with Michelle Obama’s Let’s Move! initiative, PHA was born out of a desire to make healthy eating and active living the new status quo for children and adults across the United States.

For more than a decade, PHA has worked with more than 300 corporations, convenience store chains and distributors, hospitals, early childhood education centers and SNAP-Ed implementing agencies, among others, to improve the food supply. In partnership with PHA, dozens of global companies have removed salt, fat and sugar in foods while increasing fruits and vegetables in the marketplace. During the organization’s first 7 years, PHA helped facilitate the removal of an estimated 7 trillion calories from the food supply in partnership with the Healthy Weight Commitment Foundation.

PHA’s work spans diverse communities across the country and touches every sector involved in getting food into the mouths of Americans. PHA operates under the assumption that good foods are important catalysts for good health, and that every family in America should have access to nutritious foods.

Over the years, PHA has turned its focus to food and health equity as the central foundation for healthy eating. It has become clear that lack of access to high-quality, nutritious and affordable food options are directly predisposing individuals to obesity, diabetes and heart disease.

Working with a third of the nation’s food banks, PHA led a movement that is now reaching 14 million people served by food banks with vegetables, fruits and more nutritious food. As a result, national standards have been adopted for nutritional quality of food in food banks.

MISSION

To leverage the power of the private sector to transform the food landscape in pursuit of health equity.

VISION

All children, families, and adults – especially those disproportionately affected – will live healthier lives free from diet-related diseases, such as obesity, diabetes, heart disease, and other chronic conditions.
Recent events, including the COVID-19 global pandemic in conjunction with the racial reckoning following George Floyd’s murder, made the intricacies of food insecurity and cost of social inequities even more apparent. In a direct effort to serve those disproportionately affected by the burden of chronic disease and diet-related illnesses, PHA has taken bold strides to address food availability in neighborhoods and communities. These efforts focus on food deserts, places where people have limited access to a variety of healthy and affordable food. Food deserts are often characterized by large proportions of households with low incomes, inadequate access to transportation, and a limited number of food retailers providing fresh produce and healthy groceries at affordable prices.

In May 2020, Denver, Colorado became the first city to deploy PHA’s COVID-19 Fresh Food Fund. Working in coordination with the City of Denver and local community organizations, the goal was for PHA Fresh Boxes to provide 600,000 servings of fresh fruits and vegetables to Denver families over three months to drive better long-term health outcomes. Since then, the initiative has developed into Good Food for All, a robust program providing boxes of fresh produce to families that face access barriers to affordable, healthy and sustainable food (see the 6-minute documentary here). The program has now expanded to 28 cities, providing more than 18 million servings of vegetables and fruits across the US.

As part of PHA’s work to meaningfully shift the available food supply in under-resourced communities and improve food equity across the country, the organization has committed to providing 50 million servings of vegetables, beans and fruits to food-insecure families. PHA will also map 1,000 new and existing good food access points by 2025 to provide resources for families in need.

90% of children do not eat the recommended amount of vegetables and we’re on a mission to change that.
Pass the Love Campaign & Waffles + Mochi

“Pass the Love” is a campaign established in March 2021 with the goal of distributing one million healthy meals to families facing food insecurity across the country.

“Pass the Love” was launched in tandem with Waffles + Mochi, a fun, approachable and adventurous Netflix cooking series that teaches children how to prepare healthy food. The educational series stars Michelle Obama along with puppet friends Waffles and Mochi as they work on solutions for America’s growing hunger crisis.

In just one year, the campaign surpassed its goal by distributing 1,008,000 meals (see Mrs. Obama’s announcement on The Ellen DeGeneres Show). The efforts of Pass the Love have impacted over 20,000 families combined in Atlanta, Cleveland, Detroit, Philadelphia, and Fresno.
THE OPPORTUNITY

PARTNERSHIP FOR A HEALTHIER AMERICA IS SEEKING A DYNAMIC, VISIONARY AND BOLD PRESIDENT & CEO TO SUSTAIN AND EXPAND PHA’S IMPACT.

Partnership for a Healthier America is seeking a dynamic, visionary and bold President & CEO to sustain and expand PHA’s impact.

PHA has established itself as an agile, innovative, and successful change-agent with respect to the food supply. Leveraging current momentum, the President & CEO will extend the reach and depth of PHA’s networks across the country and lead operational and financial plans. Building on PHA’s strong partnerships and existing programs, they will also develop and oversee a thoughtful, strategic approach to fundraising and external relations. The President & CEO will define a clear vision for the next phase of PHA’s work in collaboration with the Board of Directors and staff, as well as its diverse network of public and private stakeholders, to accelerate the forward movement of the organization. This includes raising PHA’s visibility and effectiveness at the community, city, state and federal level.

As the third President & CEO in its history, this position provides an exciting opportunity to strategically chart the course of PHA’s work and transformative efforts across the food landscape in the years to come. They will play a key role in leveraging partnerships and best practices to advance food equity, increase knowledge and resources for marginalized communities and influence national conversations surrounding innovative approaches to healthy food access and consumption.

A key to success in this role will be skillfully balancing a variety of needs, expanding funding streams, convening and collaborating with cross-sector groups to position PHA for continuous and future growth and impact. The President & CEO will attract, lead and guide an exceptionally talented team to achieve measurable outcomes that directly tie to PHA’s mission and strategic goals.
CANDIDATE PROFILE

THE IDEAL CANDIDATE WILL HAVE THE FOLLOWING PROFESSIONAL AND PERSONAL QUALITIES, SKILLS, AND CHARACTERISTICS:

A Passion for the Mission

The President & CEO will be inspired by a genuine passion for addressing inequities and systemic barriers to sustained access to healthy and affordable food. They will have both a deep appreciation for the evolution of the organization and a consistent focus on the future, continuously seeking to expand the organization’s impact at both the regional and national level. They will bring enthusiasm and a strong personal motivation to guide the leadership team and staff in cementing PHA as a clear leader among non-profit organizations addressing food insecurity on a national scale. They will be an individual of unquestioned integrity, ethics and values, someone who can be trusted without reservation.

An Exceptional Relationship Builder

As a natural convener, the President & CEO will bring a network of longstanding relationships and have a strong commitment to engaging both new and existing stakeholders. PHA’s leader will be a persuasive communicator with the ability to develop a powerful sense of shared purpose among potential and existing supporters and investors. They will have a high level of emotional intelligence with an inclusive and empathic approach, fostering a positive team environment characterized by participation, collaboration and innovation. They will have a strong track record of managing and building a team as well as demonstrated experience of aligning talent with personal and professional development to achieve strategic priorities.
CANDIDATE PROFILE

**A Champion for Equity**

The President & CEO will possess a deep knowledge, understanding and awareness of racial and other forms of inequity that lead to health disparities. They will be committed to embedding equity in all of PHA’s current initiatives and projects to promote accessible practices and facilitate systemic changes for the food landscape in the pursuit of health equity. PHA’s leader will be energized by tactfully taking risks that challenge the status quo to create paradigm shifts that produce sustainable results. They will recognize the importance of engaging multiple stakeholders, audiences and experts while challenging barriers to equity and access. They will have a strong sense of cultural humility, engaging and lifting different voices to build a cohesive movement to fight for food equity at all levels.

**A Skilled Ambassador & Fundraiser**

The President & CEO understands the importance and power of both internal and external communications and media relations as well as community engagement and advocacy. They will be a confident storyteller, comfortable presenting and interacting in a variety of settings including one-to-one interactions, to boardrooms, government agencies, large public audiences, and community and corporate settings. They will successfully convey the organization’s mission and objectives in a manner that establishes rapport and generates support. A proactive and effective fundraiser, this leader will possess deep comfort and demonstrated success with a wide range of donors.
CANDIDATE PROFILE

A Visionary & Innovative Leader

The President & CEO will be a visionary and results-oriented leader. They will instinctively anticipate needs and opportunities, adapting and diversifying PHA’s approaches to food systems change. They will be skilled at building internal and external capacity for desired impact. They will be successful at planning and implementation to ensure that programs, initiatives, partnerships and operations are aligned with strategic goals while also being nimble and innovative in response to crisis. They will have demonstrated new ways of ‘thinking big and outside the box’ to develop effective strategies for measurable success. The President & CEO will bring a keen focus on strategic and financial growth, prioritizing the needs of the organization by evaluating and growing the vision.

Partnership for a Healthier America is an equal opportunity employer and strongly encourages expressions of interest from people of color, individuals living with disabilities, women and LGBTQ+ leaders.
Koya Partners, the executive search firm that specializes in mission driven search, has been exclusively retained for this engagement. Alison Ranney, Tiara Muse, Rebeca Hernandez and Gina Wrolstad are leading this search. To make recommendations or to express interest in this role please email pha_ceo@koyapartners.com. All nominations, inquiries and discussions will be considered strictly confidential.

Koya Partners is committed to providing an accessible search process for all, including individuals living with disabilities. If you need assistance expressing interest online or any aspect of the recruitment process, please email pha_ceo@koyapartners.com.

About Koya Partners

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