

Flexible Packaging Association (FPA)

President & Chief Executive Officer

About the FPA

The Flexible Packaging Association (FPA) is the U.S. association of the manufacturers of flexible industry packaging and material and equipment suppliers to the industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials and includes bags, pouches, labels, liners, wraps, roll stock, and other flexible products.

Established in 1950, the FPA is the voice of the industry—connecting, advancing, and leading—with a broad range of programs and activities. The industry has grown from \$400 million in the early 1950s to \$45 billion today. FPA members include small, medium, and large converters and suppliers representing 70 percent of the "value-added" flexible packaging industry.

The Association is headquartered in Annapolis, Maryland, and has an operating budget of approximately \$4.5 million, a current staff of six, and over 200 corporate members.

Key Responsibilities

Strategic Leadership: The President & CEO provides leadership, vision, and guidance to assist the FPA Board of Directors in the development of strategies to advance and grow the industry.

Advocacy: The President & CEO shall possess government relations experience and will ensure the advancement of the flexible packaging industry through advocacy at all levels and audiences that include brand owners, retailers, NGOs, legislators, and regulators. They strive for constructive engagement on all relevant issues and the continuous growth and protection of the flexible packaging industry.

Industry Awareness: The FPA President & CEO serves as "the eyes and ears" for the industry, staying on top of trends, challenges, and opportunities, and developing programs to inform and assist members in proactively dealing with emerging issues.

Communications: The FPA President & CEO demonstrates a passion for FPA and its mission, serving as the face of the organization and spokesperson for the industry. They raise the visibility of the industry and promulgate a positive image.

Membership: The FPA President & CEO ensures membership growth and provides tools and programs that meet member needs, ensuring a strong return on member investment.

Meetings: The FPA President & CEO plans content-rich meetings that inform, inspire, and provide valuable networking opportunities for members.

Coalition Building: The FPA President & CEO will leverage the supply chain as well as similarly situated associations to extend the value and relevance of the Association on common issues and opportunities.

Headquarters Responsibilities: The FPA President & CEO is responsible for ensuring appropriate office space, equipment, and staff to conduct the programs of the Association efficiently. They develop, implement, and are accountable for the Association's annual operating plan, for hiring, developing, and supervising all staff, and ensuring the legal integrity of the Association.

Qualifications

- Bachelor's degree and at least five years of executive leadership.
- Strong communication and public speaking skills, including the ability to persuade, to build excitement, and clearly advance the value and strength of an organization to its various stakeholders and the public.
- A high-level understanding of "advocacy" within a variety of audiences, such as state and local legislators and regulators, customers, and non-governmental organizations (NGOs).
- The ability to grasp critical information about members and the markets in which they operate, to anticipate issues that impact the membership before they become critical, and judgment to know when and how to act.
- Strategic thinking ability and experience in strategic planning.
- Experience in creating a substantial impact with limited resources and being a hands-on leader.

Personal and Professional Qualities

The successful candidate will possess a collaborative work style and a range of personality traits necessary to work effectively within the Association's environment such as integrity, leadership, mentorship, and creativity. He or she will be an experienced and insightful leader and strategic thinker, who is nimble, proactive, and a quick study.

Measures of Success

The specifics regarding measures of success, including metrics, will ultimately be agreed upon by the candidate and the FPA Board, but at the end of the new President's & CEO's first year, the Board would expect the following:

- New member programs are being developed and effectively marketed with the 2024-2027 strategic plan understood and being implemented.
- Communication and advocacy programs are being implemented and results are measured.
- A solid understanding of the industry, the market, and the regulatory levers that impact the success of the Association and its members is being demonstrated.
- New member programs are being developed and effectively marketed.
- A strong rapport has developed between the President & CEO and the FPA Board, staff, and members, supported through regular communications.

Board of Directors

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Digital Presence

Web: <https://www.flexpack.org/>, www.perfectpackaging.com, and www.flexpackvoice.com

X: <https://x.com/FlexPackOrg>

LinkedIn: <https://www.linkedin.com/company/flexible-packaging-association/>

Facebook: <https://www.facebook.com/theperfectpackaging>

Instagram: <https://www.instagram.com/theperfectpackaging/>

YouTube: <https://www.youtube.com/channel/UC4UYar4TQBDtNk2eP2l1AEQ>

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