

Virginia Economic Development Partnership Overview

One of the wealthiest and most beautiful states in America, the Commonwealth of Virginia is blessed with exceptional human capital, geographic, and infrastructure assets. Widely viewed as an attractive state for business, Virginia also is home to a diverse array of leading private-sector firms, national labs, and important military installations, as well as one of the most educated populations in the country.

For more than two decades, the Virginia Economic Development Partnership (VEDP) has served as Virginia's state economic development authority. Like the special Commonwealth that it serves, VEDP has long been regarded as among the best in the country. As a quasi-independent state authority governed by a board of directors that spans gubernatorial administrations, VEDP is a nonpartisan organization with stable leadership and nimble, creative, mission-focused operations.

VEDP aspires to become America's most effective and impactful state economic development organization (EDO). With that aspiration in mind, one of VEDP's major priorities is developing and implementing Virginia's first comprehensive International Trade Plan in collaboration with key partners and stakeholders in order to substantially expand both the number of Virginia companies consistently engaged in international trade and the international trade intensity of Virginia's economy.

VEDP offers a dynamic, collaborative, high-profile, fast-paced professional environment where a strategic, integrated, action-oriented approach is the standard.

Position Overview

The Vice President of International Trade (VP) will lead the International Trade division of VEDP and provide primary staff leadership for the implementation of Virginia's International Trade Plan, including proactive and regular coordination with other state entities, external partners, the Advisory Committee on International Trade, and other relevant VEDP divisions.

VEDP's International Trade team of 19 individuals is among the most comprehensive and well-regarded programs of its kind in the United States, serving more than 300 Virginia companies each year with export-focused trade development programs, market research publications, and international trade missions and trade shows in collaboration with its Global Network Partners (in-country contract consultants). VEDP is currently leading the development of a multi-year International Trade Plan (ITP) for Virginia in collaboration with a diverse group of partners and stakeholders under the leadership of Virginia's Secretary of Commerce and Trade and Secretary of Agriculture and Forestry, with anticipated launch in late 2019 with implementation beginning shortly thereafter. In addition to recommending a significant expansion of VEDP's International Trade division (roughly doubling the number of Virginia companies served each year by VEDP) including potential new activities focused on international supply chains (i.e., import-related opportunities), the ITP will articulate a longer-term transformational goal of substantially increasing the international trade intensity of Virginia's economy by expanding the size and scope of trade development programs across multiple agencies, aligning Virginia's business recruitment and expansion activities with international trade goals, and providing greater coordination and focus for a broad range of other activities that enable and promote international trade growth in Virginia (e.g., infrastructure, foreign trade zones, international tourism promotion, federal policy).

The VP is responsible for the following programs:

- Global Defense Program (GDP): GDP helps Virginia's defense companies diversify into new international markets. Eligible defense-related companies receive assistance with strategy, export compliance,

matchmaking, translation, and market research. They also participate in vendor days with U.S. Combatant Commands overseas.

- **Trade Missions:** VEDP conducts trade missions where Virginia companies travel internationally to meet face-to-face with potential customers. Meetings are prequalified based on a participating company's export market objectives.
- **Trade Show Assistance Program:** VEDP provides reimbursements, up to \$10,000, to Virginia companies participating as exhibitors at international trade shows. To qualify for eligibility, the trade show must occur overseas or, if domestic, have a demonstrated international component. Companies may also choose to participate with VEDP at select international trade shows. Virginia's booth provides the ideal base for co-exhibiting companies, allowing participants to exhibit products and services as well as to network with prospective customers.
- **Virginia Leaders in Export Trade (VALET):** VALET is a two-year international business acceleration program that offers a combination of capital resources provided by the Commonwealth and professional services from private-sector partners. Following a very thorough evaluation process, only 25 companies per year are accepted into the VALET program.

Position Summary

- Member of VEDP's executive team
- Reports to VEDP's Executive Vice President
- Staff (direct reports): 12
- Operating budget: \$6 million

Context

Responsibilities

The VP has three (3) core responsibility areas. These are listed below with approximate time distributions for the first 12-18 months.

- 50% **Division leadership and administration:** Direct VEDP's International Trade division operations and programs, and provide strong leadership to other staff members within the International Trade Division. Ensure that all relevant HR and statutory responsibilities are consistently followed. Serve as an active, collaborative member of VEDP's executive team, including active participation in key leadership meetings. As requested, attend external and legislative meetings on behalf of VEDP management, delivering key messages and perspectives of VEDP as appropriate. As requested, develop analyses and proposals to support VEDP management in decision-making efforts related to international trade and associated activities.
- 40% **Strategic coordination and execution:** Serve as the primary coordinator for the implementation and regular maintenance (including biennial updates) of Virginia's International Trade Plan (ITP) in close collaboration with VEDP colleagues, the VEDP Board's Advisory Committee on International Trade, other state entities (e.g., Port of Virginia, Virginia Department of Agriculture and Consumer Services, Department of Forestry, Virginia Tourism Corporation), external Virginia partners (e.g., Virginia Chamber, Virginia Maritime Association, Virginia Manufacturers Association, local and regional EDOs), federal partners (e.g., International Trade Administration, Small Business Administration), and other stakeholders. While VEDP does not have responsibility for these other organizations, we have a unique perspective and platform through which to make recommendations for how the system's effectiveness could be improved.

The ITP will articulate 20-30 recommended initiatives for implementation across multiple state entities, including VEDP, over the next several years.

- 10% **Administration of Advisory Committee on International Trade (ACIT):** With the support of VEDP's International Trade staff and other colleagues, the VP will coordinate the activities of the ACIT. Established in the Code of Virginia to advise the VEDP Board on all matters related to international trade and trade promotion, the ACIT has 10 members representing a diverse range of perspectives related to international trade, including the Secretary of Agriculture and Forestry and a member of the Board of Commissioners of the Virginia Port Authority. Among other ACIT activities, the VP will be responsible for leveraging the capacity, relationships, and knowledge of ACIT members, including their engagement at regular meetings and the development of an annual work plan for the ACIT.

The Person

Education

- Bachelor's degree required, ideally in a relevant field; master's degree and/or other advanced degree(s) a plus, but not required

Experience required

- At least 10 years of progressively responsible leadership and management experience in a high-performance international trade development organization at the regional, state, and/or national level, including engagement with a large number of client companies across a wide range of industry sectors
- Substantial experience in international trade with a track record of success
- Considerable knowledge of trade policy, foreign business practices, and federal regulations (e.g. ITAR, EAR, FMS, FMF) pertaining to the export of U.S. goods/services
- Management of internal direct reports and indirect reports with a track record of developing people and building successful teams
- Division/department management, resource allocation, and project delegation
- Project leadership and management, working within external/internal cross-functional teams
- Verbal and written communication expertise
- Operational performance management and reporting
- Support of organization-wide efforts
- Budget/contract preparation and administration

Experience desired

- Significant contacts with international firms, countries and/or trade promotion officers
- Experience in managing and integrating a geographically distributed team (e.g., staff at headquarters/corporate office and remote field staff)
- Experience in identifying, vetting, engaging, and managing geographically dispersed professionals on a contract basis (e.g., Global Network Partners)

Personal attributes

- Excels under pressure, in a fast-paced, high-profile work environment
- Enjoys meeting needs/deadlines of internal and external customers
- Operationally-minded manager, who can identify and capture efficiency, quality, and effectiveness improvements
- Relationship builder, motivator, and team player
- Positive attitude and energetic
- Sound judgment
- Innovator

- Impeccable character
- Global acumen

Within 9-12 months, success in each of the four core responsibility areas looks like . . .

Division leadership and administration

- The VP has developed a full understanding of VEDP, and is comfortable presenting to internal staff, VEDP’s Board of Directors, and external stakeholders on VEDP activities as well as the activities of the International Trade division.
- The VP has developed strong, productive relationships with the staff of International Trade division as well as VEDP’s executive leadership team members (i.e., VEDP management and VPs of other divisions).
- VEDP’s International Trade programs are operating efficiently and effectively, with staff productively executing their various assigned responsibilities—including effective integration of central office, remote field staff, and network partners—and clients and partners providing consistently positive feedback.
- ITP initiatives owned by VEDP International Trade that have received sufficient funding (or that do not require additional funding)—including potential new import-focused activities—have been implemented with strong initial results, along with meaningful support provided for implementation of international trade-related operational improvements in VEDP’s Business Investment division.
- A comprehensive review of the International Trade division’s functions and products has been completed, including an assessment of the value provided by each and recommendations to optimize the division’s impact.
- VEDP’s International Trade division is regarded as collaborative and well integrated with internal and external partners (e.g., sharing goals and potential synergies, aligning strategies and programs, communicating frequently and openly).
- The VP has developed a solid understanding of the decision-making process for executive leadership, and has successfully prepared and delivered analysis and recommendations to support decision-making for VEDP on issues related to international trade.

Strategic coordination and execution

- In collaboration with VEDP’s President & CEO and Executive Vice President, the VP is recognized as a visible “change agent” for international trade in the Commonwealth and has established positive and deeply collaborative working relationships with key international trade and economic development partners across the Commonwealth (e.g., Port of Virginia, Virginia Department of Agriculture and Consumer Services, Department of Forestry, Virginia Tourism Corporation, Virginia Chamber, Virginia Maritime Association, Virginia Manufacturers Association, local and regional EDOs).
- The VP organizes and leads a well designed regular coordination meeting (i.e., monthly or quarterly) of ITP working group members (e.g., VEDP, VDACS, VPA, VTC, MWAA, VDOT), with the goal of continuing collaboration in Virginia’s international trade development ecosystem (including implementation and monitoring of the ITP) while maintaining a “systems-level” view of international trade and its stakeholders.
- The VP maintains effective tools (e.g., dashboards) that facilitate tracking and monitoring progress on ITP initiatives and Virginia’s trade performance by VEDP’s executive team, Board, and key external partners.
- The VP demonstrates effective leadership for catalyzing implementation of all ITP initiatives, including coordination and support for partner-owned initiatives and the development of compelling proposals for consideration by the Administration and General Assembly.
- VEDP’s International Trade staff collaborate with the Virginia Chamber and other partners on planning and executing the annual Virginia Conference on World Trade, leveraging the event as a primary platform for providing progress updates on the ITP and Virginia’s trade performance, as well as related next steps, to the Virginia business community and media.
- The VP proactively supports VEDP’s Economic Competitiveness division in preparing biennial updates to the ITP, including integration with the Strategic Plan for Economic Development of the Commonwealth.

Administration of Advisory Committee on International Trade (ACIT)

- The ACIT has an annual work plan developed in advance of each fiscal year, including regular meetings as well as collaborative engagement with VEDP's Board of Directors.
- ACIT meetings are well designed and executed, enabling ACIT members to regularly engage with other international trade practitioners and stakeholders around the Commonwealth.
- The VP has established a productive working relationship with the ACIT chair in the development and execution of the ACIT annual work plan, as well as regular communication and collaboration regarding the perspective, advice, and recommendations of the ACIT to the VEDP Board.
- Members of the ACIT—individually and collectively—are regularly and strategically leveraged to inform, support, and coordinate implementation of the International Trade Plan and related activities.
- The VP provides relevant commentary and targeted recommendations regarding potential improvements to the ITP for consideration by the ACIT.
- The VP prepares a regular (e.g., annual) report to the ACIT (and potentially other interested parties) on the state of international trade in Virginia and its impact on the Virginia economy.

SELECTION PROCESS

Candidates for this position will be evaluated by Jorgenson Consulting. Only a limited number of the most highly qualified applicants meeting the requirements will be invited to participate in the interview process. For consideration, please submit letter of interest and résumé to Joan Jorgenson at VEDP-VPIntl@jci-inc.net

REFERENCES AND BACKGROUND INFORMATION

There will be an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of the background investigation, which may include verification of education, credit check, criminal and driving records. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.