



Smithsonian Enterprises

Vacancy Announcement

Senior Vice President, Retail

Senior Level Trust (Non-Federal) Position

SE-23-0139

Announcement Closes on April 3, 2023

Duty Location: Washington, DC

This position is open to all qualified candidates eligible to work in the U.S.

The Smithsonian Institution, the world's largest museum and research complex, maintains and exhibits the National Collections and welcomes some 30 million visitors per year to its museums. Smithsonian Enterprises (SE) is a revenue-generating unit of the Smithsonian Institution, responsible for raising annual unrestricted funds to support the mission of the Smithsonian. Smithsonian Enterprises oversees the Media Group, Retail Group, Ecommerce, Smithsonian Journeys (travel program) and Licensed Products. These revenue generating activities support and further the Smithsonian mission of "the increase and diffusion of knowledge" by providing revenue to support the exhibition and research programs of the Smithsonian.

The Retail Group consists of Stores, Parking, Theaters, Food & Beverage, and Simulators:

- The store operations currently include 30 stores found throughout most SI museums, the National Zoo, and Reagan National Airport. Additional locations may be added.
- SE oversees the public parking operations at the National Zoo.
- Theater operations which consist of 2 IMAX Theaters and a Planetarium.
- Food & Beverage and other amenities consisting of primarily 13 restaurants and café's operated by management concessionaires, penny machines, simulators, vending machines, and other ancillary revenue producing activities located in museum locations.

This executive will lead most museum-based business activities and is the key link between the Smithsonian Enterprises' Retail Group and the Smithsonian museums. This executive will be responsible for building and executing business plans that maximize the revenue potential while also aligning with the Smithsonian and individual museum's mission and core strategic objectives.

Major Duties and Responsibilities:

Overview of Duties

The SVP Retail Group (SVP) will provide overall leadership, strategy, and accountability for all aspects of the Smithsonian Enterprises' Retail Division including business strategies, growing existing and new businesses, partnership management, and financial performance. This includes all revenue generation, building the annual budget and managing to the P&L, and developing and executing against a viable long-term plan.

Under the supervision of the President, Smithsonian Enterprises, the incumbent will oversee the following:

Strategic and Financial Management:

- Full P&L responsibility including annual revenue and net gain targets for businesses within the Retail portfolio (budgets and variances, forecasts, and financial analysis), while minimizing risk, controlling expenses, and using resources efficiently to maximize Retail's financial contribution to the Institution.
- Develops and executes against a long-term Retail strategy, setting and delivering against annual budgets and making recommendations to improve/expand SE's Retail properties and assets.
- Identify appropriate outside partnership.
- Oversees annual and 3-year budgets for Retail Capital initiatives, Capital Appropriation Requests, fund transfers, review of depreciation, asset schedules, maintenance projects and project closeouts.
- Be a thought leader on the Retail landscape.
- Responsible for reviewing Retail's annual budget prior to formal submission and providing monthly reports (financial and operational) to museums.

Business Management:

Museum Relations

- Work with museums to develop mission-related products and services that represent the Smithsonian brand, the individual museums branding as well as products supporting exhibits or other collections.
- Develop well documented processes to manage complex projects with many stakeholders and ensure transparency with museum heads and the Smithsonian's central administration.
- Engage the museum directors, curators, and specialized staffs on new activities or product assortments.
- Work with museums and SI central offices regarding the use of collection resources, licensing concepts, designs, and marketing strategies.
- Oversees the development and execution strategy for Food and Beverage operations. Fostering relationships/partnerships with museum senior staff members to understand the expectations for mission related food operations. Working in collaboration with VP for Fulfillment, Food & Beverage, and concessionaire to ensure expectations are met.

Merchandising

- Oversee aligning the merchandise selection to the individual character of each museum - its taste, quality, visitor demographics and mission.
- Upgrade merchandising metrics used to manage and communicate retail performance so all stakeholders can easily evaluate store performance.
- Seek to find ways to improve inventory planning and control to better integrate with buying activities.
- Foster effective working relationships between mission related museum programs and retail sales.
- Responsible for outsourced warehousing and fulfillment for Stores. Incumbent is the key decision maker regarding retail warehouse/distribution fulfillment operations representing the SE Retail Division.

Construction

- Oversees work in collaboration with Smithsonian Facilities, OPDC, OFMR, executive staff, and outside sources to ensure SE construction projects and are within Smithsonian established compliance guidelines, quality, and safety standards.
- Make recommendations for capital investments and manage approved programs.

- Oversees issuance of Capital Appropriation Requests, fund transfers, review of depreciation and asset schedules, and project closeouts in conjunction with SE Finance and Accounting.

Executive Responsibilities:

May represent Smithsonian Enterprises in the absence of the President with museums, OPA, OGC, OCON, the Office of the Under Secretary's and the Office of Advancement, and as requested by the President, and assists in liaising with the Secretary, the Under-Secretaries, Board of Regents, and its committees as they relate to the functions and duties of the Smithsonian Enterprises.

May serve as advisor to the President for additional business activities within his/her purview, such as new business or outreach activities in the SE units. Will seek to collaboratively develop and execute pan-SE opportunities that can leverage SE resources to maximize benefits for the SE units.

Education & Experience:

Bachelor's degree (B.A. or B.S.) from a four-year college or university. MBA highly preferred. Minimum of 15 years of related retail leadership experience and a proven track record of managing a \$100M + business, equipping the candidate with the knowledge, skills, and abilities to successfully perform the duties of the position. Experience in managing food services via a concessionaire is a plus.

The position requires an outstanding executive with demonstrated merchandising and general business strengths. The executive's background and style should enable close connections to the Smithsonian's substantive leaders and demonstrate the ability build programs that represent that breath of Smithsonian museums in subjects such as history, art, culture, and science.

We seek a leader whose performance record demonstrates great taste, sophistication, ability to operate in both a commercial and not-for-profit environment, and the imagination and market knowledge needed to select the most appropriate new products for sale, display them effectively, and inspire employees.

Qualifications:

- Experienced Retail executive with strong background in managing merchandising, inventory and operations in a multi-location environment, as well as the proven experience to manage other business lines.
- Fifteen (15) years minimum in a leadership position with full P&L responsibility for a Retail business and extensive experience working with senior level management.
- Must be business savvy and have the ability to grasp the business model and strategic plans of Smithsonian Enterprises. Solid understanding of business cultures and practices
- Well-developed analytical and critical thinking skills, excellent oral and written communication abilities, ability to develop and deliver strategy and planning presentation to senior level executives, and an entrepreneurial yet disciplined management style, and have a reputation for conducting themselves with integrity, both personally and professionally.
- Must be self-directed, able to function independently, lead, motivate and supervise a diverse staff, exercise reasoned judgment, and be proactive in an energetic environment. Must have a track record of successful team building across groups.
- Proven skill in establishing future business direction including formalizing long range strategic plans that define organizational goals and assessing internal/external environmental factors that may impact success. Skill in making these findings and conclusions actionable.

- Knowledge of marketing theories and techniques such as determining how and where to sell and promote the company's product offerings, identifying target markets and customer needs
- Knowledge of financial reporting, including comparisons of significant relationships, key metrics and ratios; ability to interpret results for executive decision making.
- Ability to analyze and solve problems whose parameters are vague and unknown; ability to identify solutions that are actionable by staff and functions; ability to identify and evaluate alternatives.
- Skill in preparing summaries of complex information for presentation to diverse audiences; ability to choose and execute the right communications, content and presentation to reflect purpose and audience: briefings, presentations, memoranda, reports, etc.

Compensation:

This is an outstanding career opportunity for an individual interested in a genuine professional challenge. A competitive compensation and benefits package is being offered. No relocation expenses will be paid.

HOW TO APPLY

Who may be considered for employment: All qualified candidates eligible to work in the United States. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process, please call 202-633-6409 (TTY).

Heidrick & Struggles has been exclusively retained for this search and prospective candidates are invited to contact Heidrick & Struggles directly. All interested parties should submit a cover letter, resume by e-mail directly to mshahabi@heidrick.com. This announcement closes April 3, 2023.

The Smithsonian Institution is an **Equal Opportunity Employer**. Women, minorities, people with disabilities and candidates of all backgrounds are encouraged to apply.

This position has been reviewed to determine the level of position sensitivity. Based on the nature of the work, the position has been determined to be Public Trust/HIGH RISK. This designation will require (1) a pre-employment Security Agency Check (SAC) for the prospective incumbent; and (2) a subsequent comprehensive background investigation and favorable adjudication in order to continue in the position.

The individual selected for this position will be required to file a confidential statement of employment and financial interests. This position is subjected to the Smithsonian Institution's Standards of Conduct, the Smithsonian Statement of Values and Code of Ethics, as well as the policies established by the Board of Regents and the Smithsonian administration including Senior Level compensation policy. Employment in this position prohibits from serving on the boards of for-profit corporations.