

President

The **President** is a servant leader who successfully nurtures the agency's creative and performance capabilities while guiding the company profitably through consumer, economic and technology changes. The President cultivates meaningful relationships with members of the senior leadership team and establishes a culture of accountability and autonomy. They consistently display core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping customers make better decisions by developing and championing the strategic direction for the agency and ensuring teams are effectively resourced and motivated to deliver the right message to the right person at the right time. This will ultimately result in the success of our client's brands.

The President has overall strategic and operational responsibility for the agency and is focused on profitable growth, exceptional client service, fiscal organizational health, budgeting, and goal setting. They will collaborate with the CEO to set long term goals and objectives to drive shareholder value. The President directs activities and tactics chosen to support strategies adopted by agency partners,

The President has direct management oversight of three departments: Insights and Planning, Client Services and Media and Performance. In partnership with the EVP of Brand Integration (overseeing Creative and Digital Technology) they will ensure that the teams bring forward integrated and effective marketing communications programs. In addition to profitably managing the departments, the President is charged with developing a sustainable Insights and Planning practice and will utilize their role as leader of the practice to stay close to the client's business and deliver on the agency purpose.

The President must adeptly navigate internal and external politics. The President listens effectively to the viewpoints and reports of the company's EVPs or VPs and is ultimately tasked with making the final decision on matters not requiring the approval of the shareholder team. They report directly to the agency CEO and have oversight of initiatives led by the EVP's reporting to the CEO.

The President will inspire others to drive clarity by consistently demonstrating persuasive skills with colleagues and clients. They are a subject matter expert related to the food, beverage and hospitality industries helping to establish a baseline of knowledge across departments and demonstrating initiative and resourcefulness in ensuring Clarity is a competitive edge. Specific responsibilities include:

Agency Leadership

- Manage the profitability of the agency while overseeing day-to-day operations
- Evaluate the potential of new specializations and establishing affiliations with partner organizations when re-engineering agency for growth
- Possess strong leadership, vision, innovation and communication skills with a commitment and dedication to client satisfaction
- Establishing short- and long-term goals, presiding over the workforce, managing budgets, ensuring the proper allocation of resources and ensuring all departments meet their goals

- Responsible for the company's accountability to shareholders and clients and serve as the face of the company
- Meet with partners to assess the direction of the company, develop short- and long-term goals and plans
- Meet with leadership team to assess progress against stated strategies to ensure the company compliance with the stated mission
- Updating and revising plans to increase the company's profitability and progress
- Provide leadership to position the company at the forefront of the industry.
- Approve company operational procedures, policies, pricing and standards
- Review activity reports and financial statements to determine progress and status in attaining objectives
- Evaluate performance of senior leadership team for compliance with established policies and objectives of the company and contributions in attaining objectives
- As a servant leader the agency President is a mentor to team members, modeling desired behavior and taking an active interest in their personal and professional success
- Direct management and oversight of VP of Client Services, VP of Media and Performance and Insights and Planning Supervisor; oversight of initiatives led by the EVP's reporting to the CEO
- Support EVP of Brand Integration in new business efforts in highlighting the talents of the team, educating prospects, connecting, and ultimately closing and successfully onboarding business
- In partnership with Manager of Insights and Planning, develop a department vision and successfully manage the department for sustainable growth and as thought leaders within the company and industry

Client Leadership

- Cultivate and manage client relationships to understand business expectations and needs
- Interface with senior client executives to provide thought leadership on insights, strategies and performance as well as other emerging opportunities
- Partner with VP of Client Services in developing key strategic approach to cross sell agency services to influential client decision makers
- Champion the client brand purpose and ensure that it is paramount
- Identify additional opportunities for the growth of client brands, both in the world and within the agency
- Be an effective influencer and presenter with all clients and across all departments
- Execution of primary and secondary research through the resources of the agency and outside partners; add strategic value to process through actionable implications that build client intimacy and trust
- Add demonstrable value to client business at the highest level, monetize contributions through consultant mindset; work to actively avoid the perception of executive dead weight
- In collaboration with the senior leadership team, successfully institute integrated planning with all agency clients through scale up/scale down level effectively creating more predictable agency revenue streams
- Master the graceful client exit

Financial Management

- Maintaining awareness and knowledge of the company's finances
- Focus on year over year contribution margin (CM) growth, increasing service adoption
- Drive efficiency through team and vendor management and implementation of tools and technologies to continuously improve agency CM
- Establish and sell in pricing models that create consistent agency revenue and CM
- Manage total agency labor to no more than 50% of CM
- Institute pricing models to drive more consistent and predictable revenue
- Create a semblance of accountability through cascading goals and compensation/bonus structure tied to goals

Process Improvement

- Enforce development and documentation of best practices for improving operational efficiencies
- Ensure highest standard are met and that Marriner in market execution is best in class

Required Knowledge/Skills/Experience

- Ability to effectively lead, influence and negotiate across different disciplines, internal and external
- An innovator and visionary with a creative imagination and a way of working that inspires creativity
- Direct client experience and presentation skills to intimate and large groups of shareholders
- Enthusiasts of the food, beverage and hospitality industries
- Embody a competitive spirit for both Marriner, our clients, and doing innovative work
- Confident and authoritative while also genuine and authentic
- Ability to form genuine relationships internally and externally
- Diplomatic in providing strong POV and making difficult decisions
- Able to work with broad spectrum of people - senior to junior level, multiple mindsets
- Ability to inspire people to do great work
- Ability to sell a point of view or ideas through storytelling
- Authentic mentorship that displaying a genuine interest in the personal and professional success of agency employees
- Innovative and entrepreneurial and excellent financial and operational working knowledge
- Positive and decisive in the face of challenges. Avoid negativity and wallowing; adjust and move forward confidently in pursuit of the strategy
- May require overnight travel up to 20-25%

Key Performance Indicators (KPIs)

- Total agency billable fees goal of \$7.2MM with a net profit of 14%; includes supporting:
 - Client Service on achieving at or above \$164,000/mo target in billable fees
 - Media & Performance on achieving at or above \$123,000/mo target in billable fees
 - Insights & Planning on achieving at or above \$36,000/mo target in billable fees
- Labor to billable fees ratio at or below target of 50% for FY22 (includes supporting for Client Service, Media & Performance and Insights & Planning as well as overall agency)
- Manage customer churn to 10% of billable fees or less

- Manage employee turnover rate to 20% or less (pre-COVID industry benchmark per Adweek was 30%)

