

Position and Candidate Specification



National Auto Auction Association

Chief Executive Officer

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In 1948, a small trade organization called the National Auto Auction Protection Association was founded to nurture and safeguard the fledgling industry of about 340 auctions in the United States. Today, what is now the National Auto Auction Association (NAAA) has grown from those early years into a large, dynamic and diverse group of professionals representing all segments of the vast remarketing community.

NAAA's mission is to serve as a strong, unified voice to protect and promote the interests of its members and the wholesale auto auction industry. NAAA works to enrich its membership's commercial viability by enhancing customer service, improving leadership skills, establishing industry standards, ensuring business growth and influencing public policy.

Membership

NAAA's membership consists of 355+ domestic and international auctions. The average member auction operates a full-service, seven-lane facility on 70+ acres and employs over 130 people with a \$3+ million payroll. With sales totaling over 9.9 million units, NAAA member auctions generate wholesale revenue of more than \$107 billion annually. In addition to auction sales, they offer reconditioning facilities, special dealer services, and title and office processing. New and used car dealers, manufacturers, fleet operators, companies and financial institutions all buy and sell at NAAA member auctions worldwide.

NAAA also has over 142 associate members from a wide range of related fields, such as leasing companies, financial institutions, insurance agencies, accounting firms, trade publishers, product manufacturers, equipment suppliers and others.

Programs and Services

Safety Awareness

Because busy auctions have the potential to be hazardous, workforce safety certification is a top priority for NAAA with the goal of every full- and part-time staff member at every member auction becoming safety certified. NAAA offers members free online safety training programs to promote awareness and accident prevention. To encourage participation in this important program and recognize auctions that have had all employees complete the training program, NAAA created the "100% Safety Certification" designation.

Training and Certification

- *Auction Standards Training*: this program delivers training for vehicle inspectors, operations managers, account coordinators, arbitration managers and others looking to increase their knowledge about vehicle inspections and arbitration.
- *National Certification Standards*: After extensive industry research, NAAA developed a set of simple, streamlined universal standards that employs a concise checklist of basic criteria describing in clear, straightforward language specific conditions to meet one of three quality levels — Silver, Gold or Platinum — for vehicle certification. Designed to be comprehensive in scope to handle a broad range of vehicle types with well-defined requirements for inspection, reconditioning and marketing, National Certification

Standards (NCS) creates a common method of comparison and promotes transparency in transactions that build trust and confidence throughout the remarketing community.

- *Leadership Institute*: As part of its commitment to provide ongoing education, training and mentoring opportunities for its members, in 2012 NAAA launched the Leadership Institute to enhance members' business performance, ensure continued commercial viability, and empower future industry leaders.

Advocacy

NAAA monitors legislation and regulatory policies on both the state and federal levels that could impact the industry and members' livelihoods. As an important element of the National Auto Auction Association's (NAAA) legislative success on Capitol Hill, the National Auto Auction Association Political Action Committee (NAAAPAC) is the political action committee representing NAAA. Established in 2011, NAAAPAC is the only political action committee representing the interests of auto auctions. NAAAPAC works to ensure that the NAAA has a strong political voice on Capitol Hill by supporting pro-auto auction, pro-business Congressional candidates on a bipartisan basis.

Meetings, Summits and Seminars

NAAA holds a variety of events every year to provide members with learning and networking opportunities, including the Annual Convention in the fall, Spring Business Meeting, summits and seminars on various issues and topics of interest to auto auctions.

Recognition and Philanthropy

NAAA celebrates and honors its members with formal recognition and awards, including the Auto Auction of the Year Award for Excellence in Community Service, the NAAA Hall of Fame, the Industry Pioneer Award, the Distinguished Service Medal, and the Auctioneer of the Year Award.

In addition, NAAA established a scholarship fund in 2004 to help deserving students pursue their dreams of a higher education by awarding merit scholarships annually to eligible full-time employees of NAAA member auctions or corporate offices, their children or grandchildren. The Warren Young, Sr., Scholastic Foundation has raised more than \$2.3 million to become a self-sustaining nonprofit organization.

Affiliate Partners

In 1996, the *National Auto Auction Association Services Corporation, Inc.* (NAAASC) was incorporated for the purposes of engaging in marketing services and products related to the auto auction industry. It is a wholly owned for-profit subsidiary of NAAA.

Since 1991, *AuctionNet* has collected daily transaction data from more than 250 participating auctions — including ADESA, Manheim and many key independents — that provides the industry with the most comprehensive and timely set of wholesale information representing 80 percent of auction sales. Lenders, dealers, auto manufacturers and remarketers rely on the clear picture of the industry presented by this data to run their businesses more effectively and efficiently by making smart, informed decisions.

FURTHER INFORMATION

NAAA is headquartered in Frederick, Maryland, with 6 full-time staff and a total annual operating budget of \$5 million. For more information, please visit <https://www.naaa.com/>.

The Chief Executive Officer of the National Auto Auction Association works with the Board of Directors to advance and enhance the organization's strategic vision and execute the strategic business plan. The CEO is responsible for the leadership, direction and overall management of the organization and its resources, including the recruitment, retention, and motivation of a high performing staff. The CEO ensures that the organization maintains its membership base through a clear and consistent value proposition and manages the organization's budget and allocates resources to ensure the association's maximum impact on behalf of the membership.

KEY RELATIONSHIPS

Reports to	NAAA Executive Committee
Direct reports	Chief Operating Officer Chief Financial Officer Membership and Database Manager Communications Manager Association Services Coordinator
Other key relationships	Current and prospective members Related trade associations Relevant legislative and regulatory bodies at the state and federal level

DESIRED OUTCOMES

- NAAA is the go-to source for the best programs, products, services and ideas that support a thriving auto auction industry
- NAAA retains an engaged membership due to a highly relevant value proposition that is responsive to a dynamic industry context
- The auto auction industry is effectively represented to relevant legislators and regulators and its interests remain protected
- NAAA's financial stability is maintained and enhanced
- Strong, trusting relationships between the CEO and the members are cultivated and sustained
- NAAA maintains a healthy organizational culture that continues the recruitment and retention of a high-performing team
- NAAA helps its members navigate the dynamic between on-line and in-person auctions

NAAA's Chief Executive Officer will be a diplomatic and trustworthy leader who can balance the needs of both large and small members while driving alignment on the path forward for the organization. The successful candidate will be an innovative and entrepreneurial thinker who will ensure that NAAA remains relevant and valuable in the context of an evolving industry.

IDEAL EXPERIENCE

Demonstrated senior leadership experience

Has held direct accountability for driving the success and financial sustainability of an organization of comparable scale, scope, and complexity

Automotive industry expertise

An understanding of the automotive industry is preferred; at minimum, a proven ability to quickly come up to speed on a new industry and issue set

Stakeholder management experience

A track record of galvanizing diverse groups of stakeholders with sometimes disparate views and interests around an agenda

Experience serving as a spokesperson

Resulting in the ability to effectively communicate with a range of stakeholders, including the Board of Directors, members, allied organizations, and other external groups

CRITICAL LEADERSHIP CAPABILITIES

Strategic Thinking

- Works with the NAAA board to create a strategic plan based on current and future market realities, providing a "big picture" perspective informed by a clear understanding of the most pressing issues for the membership (e.g., technology and digital transformation, potential CFPB regulations). Thinks 3-5 years beyond the current defined strategy.
- Maintains an awareness of the challenges and opportunities for members and the broader industry and adjusts the organization's actions and approach as appropriate; as needed, challenges the status quo and serves as a change agent for the organization to enhance its effectiveness in the face of an evolving industry.

Collaborating and Influencing

- Quickly engages and develops trusted relationships with a broad and diverse membership to build alignment on NAAA's agenda.
- Articulates NAAA's value proposition in a way that compels new and existing members at all levels to stay – or become - invested and engaged.

- Builds and manages relationships with related industry groups and other key stakeholders, leading and participating in coalitions and partnerships as appropriate.

Leading People

- Effectively communicates the organization's long-term direction to all relevant stakeholders and collaborates with the team on how to reach it.
- Delegates strategic objectives to the whole team with clear and explicit intent and calls upon team members to contribute based on their skills and abilities.
- Continues to build a healthy organizational culture with independent and open communication among team members and between the NAAA Board, member auctions, and other stakeholders.
- Engages, inspires, and motivates the team to meet and exceed their commitments.

APPLICATIONS AND NOMINATIONS

If you wish to submit application materials or nominate someone to serve as the next CEO of NAAA, please email: NAAACEO@SpencerStuart.com.