



The Pool & Hot Tub Alliance President & Chief Executive Officer

The Pool & Hot Tub Alliance (PHTA) is a newly formed entity that combines the legacies of two organizations, the Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). With annual revenues surpassing \$8 million and a combined staff of 36 full-time and five part-time employees, the unified organization began operations in Spring 2019.

The CEO, among other things, will:

- Provide day-to-day leadership and manage the operations, staff, policies, and resources of the PHTA
- Develop an excellent, collaborative, and trusting relationship with the Board while engaging the Board on the conditions and operations of the PHTA and on all important factors
- Ensure that appropriate systems and staff structure are in place in order to facilitate the daily operations of the organization (program management, development, administration, etc.)
- Understand and appreciate the changes and trends impacting pool and hot tub industry and position the PHTA to remain relevant and a valuable resource to members and the public
- Market the PHTA thoughtfully and effectively with external stakeholders and position the PHTA as the trusted and recognized provider of education for the aquatics industry
- Promote and cultivate the PHTA's relationships and strategic alliances with other organizations and partners, state and federal government elected and appointed officials
- Manage, mentor, and inspire PHTA staff, as well as promote a culture rooted in authenticity, trust, candor, and continuous feedback
- Develop and implement strategies to increase member engagement, retention, and recruitment
- Create distinctive services and strategic initiatives to enhance the value and importance of association membership
- Create new sources of non-dues revenue to strengthen financial condition of the PHTA, partner with the Chief Financial Officer to ensure the stewardship of financial resources, and work closely with the Board to exercise financial prudence
- Develop and maintain standards of performance with respect to all programs and services
- Strengthen the PHTA's commitment to support and expand educational and learn-to swim programs and services.
- Represent and promote the PHTA at the national and state levels with peer groups and support the growth of local chapters.

The Pool & Hot Tub Alliance has retained Diversified Search, a well-regarded executive search firm with a national reach, to recruit and to evaluate candidates for the position of President and CEO. Please send applications to: PHTA@divsearch.com