



## Chief Executive Officer, BRAC USA

Position Specification



# About BRAC: Vision, Mission, Values



We believe poverty and inequity are human-made, so they can be unmade. We are not just dreaming of a better world; we are building it.

Founded in Bangladesh in 1972, BRAC has supported over 100 million people living with inequality and poverty to create opportunities to realize their potential. Born, refined, and led in the global South, BRAC has become a world leader in developing and implementing cost-effective, evidence-based programs at scale.

We work with communities in marginalized, hard-to-reach, and post-disaster settings across Africa and Asia with a particular focus on women and children.

BRAC is known for our community-led, holistic approach that delivers long-term impact at scale, our activities include social development programs, social enterprises, humanitarian response, investments, and a university.

## Our Vision

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential. Our approach is grounded in the conviction that people living in poverty can be agents of change if they are empowered with the tools, skills, and hope they need to change their lives.

## Our Mission

Empower people and communities in situations of poverty, illiteracy, disease, and social injustice. We design proven, scalable solutions that equip people with the support, skills, and confidence they need to lift themselves out of poverty and achieve their potential.



## Our Values

**Integrity** – We reflect honesty and assume accountability for all our actions.

**Innovation** – We look for bold new solutions to challenges while learning from setbacks and mistakes.

**Inclusiveness** – We strive to create an equitable world where diversity flourishes.

**Effectiveness** – We are results-driven, achieving our objectives through effective solutions.



# About BRAC: History and Purpose

## BRAC Yesterday, Today, and Tomorrow

In the aftermath of a brutal war for independence and a devastating cyclone that ravaged his home country of Bangladesh, Sir Fazle Hasan Abed, an executive working at a multinational oil company, was compelled to do something to help. He founded BRAC, which began as a small relief effort in 1972. Sir Fazle left his job as the organization took shape, and he never looked back. For nearly 50 years, BRAC evolved under Sir Fazle’s leadership and vision, changing countless lives in his home country and around the world. Today, BRAC’s programs in education, health care, youth empowerment, financial inclusion, agriculture, and more reach 100 million people across Asia and Africa.

After over five decades of experience in Bangladesh and beyond, BRAC’s 2030 Global strategy prioritizes scaling its global reach, targeting participants with multiple interventions, and developing collaboration and knowledge-sharing leadership across the development sector. BRAC’s programming includes agriculture, climate change, education, financial inclusion, healthcare, humanitarian response, social enterprises, ultra-poor graduation, and youth empowerment.

This strategy has remained faithful to founder Sir Fazle Hasan Abed’s vision of a holistic, sustainable approach to poverty reduction.

## What Makes BRAC Distinctive – Scalable Solutions Driving Change

### We reach those who need it most

Our programs are tailored to target the most marginalized and vulnerable, including those who experience extreme poverty, conflict, and disaster.

### We create opportunity

Through services that empower individuals and spark hope, people gain the skills and self-confidence to reach their potential.

### We test and iterate

Alongside external research partners, teams at our Independent Research and Evaluation Cell and BRAC University monitor our programs and provide insights to strengthen and adapt our work.

### We work at scale

Through our global team of nearly 100,000 staff and partnership with governments and others, BRAC delivers impact at scale, reaching 100 million people around the globe.



# BRAC USA

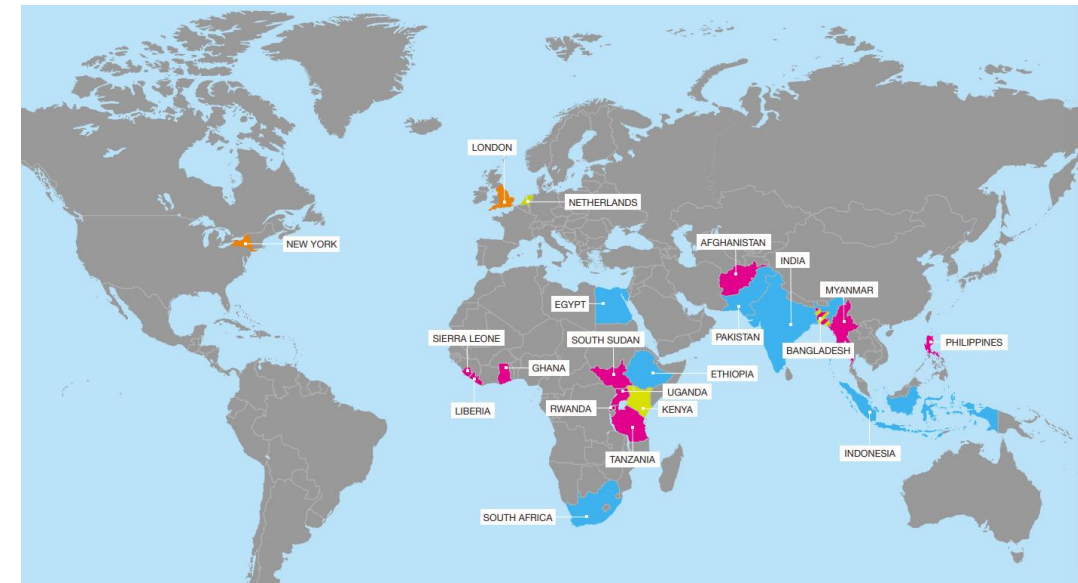
## BRAC USA

BRAC USA is an independent 501(c)(3) nonprofit that strengthens BRAC's impact by raising awareness and mobilizing resources to support its programs.

While BRAC in Bangladesh and BRAC International directly implement programs across Asia and Africa, BRAC USA extends this mission by mobilizing resources, fostering partnerships, advocating on key issues, influencing policy, and raising awareness in the United States. By harnessing the unique strengths and capabilities of BRAC in the international development sector across the US, we seek to amplify the impact of BRAC's initiatives, ensuring that the vision of a just and equitable world is realized.

In his final years, Sir Fazle Hasan Abed dedicated precious time to finalizing BRAC's Global Strategy and articulating how BRAC could thrive, advance and grow in the future as OneBRAC. Through its Board and Executive Team, BRAC Global provides leadership, oversight and support to all BRAC entities, ensuring they have the strategies, resources and governance in place to achieve the shared OneBRAC vision and mission.

As part of the One BRAC strategy: BRAC USA has recently begun its intended refocus on fundraising to support BRAC's broader programming. The next CEO of BRAC USA will develop and lead a fundraising and advocacy strategy, alongside the broader One BRAC Global strategy. They will report to the BRAC USA Board and serve on the BRAC Global Extended Executive Management Committee.



■ Headquarters ■ Countries of operation ■ Policy and technical support ■ Affiliates

### Executive Management Committee (EMC)

#### Core

##### Programmes & Impact

- [BRAC Global ED](#) (Chair)
- [BRAC ED](#)
- [BRAC International ED](#)
- [BRAC Social Enterprise MD](#)
- + Microfinance & other Programme Directors based on agenda

#### Extended

##### Investment, Resourcing & Support

- Core EMC
- [BRAC USA CEO](#)
- [BRAC UK ED](#)
- [BRAC CFO](#)
- [BRAC Int CFRO](#)

OneBRAC Executive Committees are accountable to the EMC for the delivery of OneBRAC Strategies, Policies and Projects



# About BRAC

## Financials and Further Information

Annual Reports: [2022](#) | [2021](#) | [2020](#) | [2019](#)

Financial Statements: [2022](#) | [2021](#) | [2020](#) | [2019](#)

BRAC USA: [Staff](#) and [Board](#)

Website: <https://bracusa.org/>



# The Position

## Position Title

Chief Executive Officer

## Location

Flexible with expected travel to New York office

## Reports To

[BRAC USA Board of Directors](#); the CEO also serves as a Member of the [BRAC Global Extended Executive Management Committee](#)

## Direct Reports

Chief Operating Officer

## Position Summary

In the context of ongoing growth and innovation around BRAC's global structure, we are seeking a dynamic, ambitious, collaborative, and entrepreneurial individual to identify, develop and nurture the philanthropic market in North America to support substantive growth in resource mobilization.

The CEO will lead a strong, focused team, led by a longtime COO, allowing the CEO to focus on resource development– from donor and partner cultivation to strategic new investment and funding opportunities. Likewise, given the significance of what BRAC USA will bring to the global organization, the CEO of BRAC USA sits on the Extended Executive Management Committee, to ensure coordination, alignment and innovation with BRAC Global. As a part of these responsibilities, the CEO will serve as a prominent, respected US-based spokesperson for BRAC, globally. As such: the CEO must be a respected leader who can leverage their networks to raise BRAC's profile in this market.

The ideal candidate will bring fundraising experience and an acumen for relationship-building. They will have the ability to build relationships across the BRAC family, develop the organization's profile with key audiences, credibly represent BRAC in a range of settings, and raise critical funding for BRAC's work around the world. They will be passionate about BRAC's values and mission as a southern-led organization and will be energized about elevating its presence and strength through their work.

# The Position

## Key Responsibilities

### Fundraising, Revenue Diversification and Strategic Partnerships

- Lead and guide the development and delivery of BRAC USA's Resource Mobilization Strategy, in collaboration with other BRAC entities.
- Develop strategy for prospect outreach with additional foundations and with high-net-worth individuals.
- Deepen relationships with current high-net-worth donors while launching systematic initiatives to identify and target other individuals capable of making major financial contributions.
- Manage a personal portfolio of top-tier donors and prospects in support of qualification, cultivation, solicitation, and stewardship of new and existing institutional and organizational donors.

### Advocacy and Communications

- Elevate the reputation and awareness of BRAC as a leading voice from the Global South and an innovator in scalable solutions to tackling poverty and exclusion in the United States through communications campaigns, event attendance, and developing a strong presence in international development networks and spaces.

### Organizational Development

- Develop and align annual priorities and budgets for BRAC USA with BRAC, negotiate multi-year targets and core funding, and manage their effective delivery to achieve agreed goals.
- Work with the BRAC USA Board to ensure the effective governance of BRAC USA, in line with good governance standards and regulatory requirements.
- Create a trusting, collaborative, and ethical work environment for BRAC USA staff to effectively and efficiently achieve strategic goals.

### Global Engagement

- Participate actively as a member of BRAC's global executive leadership team, in particular in helping to shape global resource mobilization, advocacy, and communication priorities to best achieve BRAC's global strategic priorities.
- Lead and support the unique complexity and variety of work done by a nonprofit with global reach and a unique story.

# The Person

## Pivotal Experience and Expertise

- **Aptitude to Grow & Diversify Funding**– Strong fundraising acumen with experience working with foundations, high-net-worth individuals, NGOs, financial entities (DFIs, etc.) and even corporate entities. An aptitude to implement creative and innovative strategies or partnerships to support substantive growth in resource mobilization.
- **Strategic Stakeholder Management** – Strong network- and relationship-building skills to build partnerships with donors, stakeholders, and external organizations at the leadership levels. Ability to effectively manage and foster relationships with internal stakeholders, including staff, Board, and the global BRAC leadership team. Ability to work with those partners to advance fundraising priorities.
- **Organizational Leadership** - Proven senior leadership and management experience, with the ability to drive initiatives and lead teams, and to foster a secure and inclusive workplace, displaying sensitivity towards varied cultures and employee backgrounds.
- **Global and Industry Experience** -. Experience within the international development sector or evident credibility related to the international development domain, offering a deep understanding of its challenges, and an understanding of southern-led organizations. Experience operating in a multicultural, highly matrixed global organization is useful.



# Engagement Team

Review of candidates will begin immediately. Applications (cover letter or resume), inquiries, and nominations can be sent to: [bracusa@heidrick.com](mailto:bracusa@heidrick.com).

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***EEO Statement:** BRAC USA values a diverse workforce and is an equal opportunity employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.*

Heidrick & Struggles serves the executive leadership needs of the world's top organizations as a trusted advisor for leadership consulting, culture shaping and senior-level executive search services. Our data driven solutions empower senior executives and boards of directors to transform their organizations by leveraging top talent and accelerating performance across all layers of the business.