



POSITION GUIDE

ORGANIZATION:	National Corvette Museum
POSITION:	Chief Executive Officer
REPORTS TO:	Board of Directors
LOCATION:	Bowling Green, KY

MISSION

The mission of the National Corvette Museum (Museum) is the celebration of the Corvette's invention, and the preservation of the legendary automobile's past, present and future. The Museum will serve as an education and research model for all to enjoy.

The Museum is to:

- *Promote the restoration, preservation, and conservation of America's sports.*
- *Be a repository of and preserve printed technical materials and historical information on the Corvette automobile.*
- *Enhance the knowledge of the general public, collectors, and automobile historians about the Corvette automobile.*
- *Provide a facility to house and display the Corvette automobile for the public exhibition and research in the areas of the automotive sciences and automobile mechanics.*
- *Provide historical literature and memorabilia on the Corvette automobile from its development to the present day for the general public and collectors.*

ABOUT THE MUSEUM

Since 1953, the Corvette has been America's Sports Car. The National Corvette Museum (Museum) was established as a not-for-profit foundation with a mission of celebrating the invention of the Corvette; preserving its past, present, and future; and educating the public about Corvette. The Museum was formed, and is totally supported by, Corvette enthusiasts. The Museum, in its current location, opened in 1994 and is a 115,000 square-foot facility located on a 55-acre campus. Bowling

Green, Kentucky, less than one hour north of Nashville, TN and less than two hours south of Louisville, KY, is home to the world's only General Motors Corvette Assembly Plant.

Having originally opened its doors on September 2, 1992, the Museum houses more than 80 Corvette models and one-of-a-kind concept cars spanning the history of Corvette. Also, on hand are thousands of Corvette-related photos, movies and videos, advertisements, scale models and rare memorabilia. Spotlighted are the people who have made Corvette an American icon.



The Museum's Library & Archives (L&A) is the repository for all materials documenting the past, present and future of Corvette, Corvette enthusiasts and the Corvette Museum. The materials managed and preserved in the L&A include audio and visual media – both digital (DVDs) and magnetic (VHS and beta tapes), periodicals, books, drawings, paintings, posters, memorabilia and documents, including some important historical memorabilia and build sheets. Most materials have been donated to the Museum from individual enthusiasts, publishing companies, print media, aftermarket suppliers, clubs and organizations such as NCRS, and from GM/Chevrolet. Currently the L&A has over 1500 DVDs cataloged, nearly 700 VHS tapes, over 4500 magazines, 350 books, 100 cassette tapes and more.

The Corvette Hall of Fame was established by the National Corvette Museum in 1998 to confer official recognition upon the most influential individuals in the history of the Corvette and honor their achievements.



Hall of Fame inductees have distinguished themselves, not only through their accomplishments, but also by their high standards of integrity and character that reflect and enhance the reputation of the Corvette and the Museum.

On February 12, 2014, many people across the globe woke up to some startling news – a 30-foot sinkhole had opened up inside the Museum, and eight Corvettes were laying at the bottom of it. Fortunately, the cars and building were the only things damaged as it occurred in the early morning hours before anyone was in the Museum. The story captivated those who watched it, and while the Museum initially planned to put the past behind them, the interest in the sinkhole and damaged Corvettes was undeniable. In order to capture this phenomenon, the Museum

opened a permanent exhibit to illustrate this event. The exhibit is divided into sections including The Day, Media Coverage, Pop Culture, Cars Affected, The Recovery, Karst Landscapes, What It Took to Fix the Sinkhole and The Grand Finale combining photos, videos, informational text and interactives to create an experience that is enjoyable for all ages.



Annual museum attendance is approximately 220,000. With nearly 33,000 members across the globe, the Museum has a total staff of 112 comprised of 52 full-time and 60 part-time employees. There is a 13-member Board of Directors and a budget of \$10 million.

ABOUT NCM MOTORSPORTS PARK

The idea of building a Motorsports Park to complete the Corvette Museum experience began in 2007 with overwhelming support from Corvette enthusiasts. The success of High-Performance Driving Events (HPDE) and feedback from enthusiasts who enjoyed exercising their cars got the attention of NCM leadership. When an opportunity came up to obtain some property adjacent to the existing Museum campus, the suggestion was first made to use it for a track, until it was decided that there wasn't enough room there to do it properly. Still, it seemed like a good idea worth pursuing later.

At that time, the Museum's expansion was the priority and the track plan went on the back burner. This changed when a nearby property owner with 20 acres on the other side of the interstate contacted the Museum offering to sell the land for future growth. An adjoining 50 acres became available as well, adding up to 70 acres. The Board of Directors agreed that the land should be purchased as it would be a good investment for future development, including the possibility of building a track. When the expansion was complete, the strong business case for a Motorsports Park prompted Museum leadership to bring in track designer Alan Wilson as a consultant, along with others who determined that more property would be needed to make this the world-class facility it had the potential to be. A total of 184 acres were eventually purchased and as member support grew, so did the momentum and excitement. Track designer Steve Crawford was hired to design the road course with input from Corvette Racing, resulting in a multiple, reconfigurable, track layout with features from Le Mans, making the NCM Motorsports Park the track that every motorsports enthusiast would want to drive.



The First Phase of the Park is situated on 200 acres. The adjoining 219 acres are under option and have also been incorporated into Phase II of the Master Development Plan and may be used for future development. The MSP has a total staff of 15,

comprised of 9 full-time and 6 part-time employees. There is a 9-member Board of Directors and a budget of \$2 million.

THE OPPORTUNITY

National Corvette Museum is an organization poised for growth. This independent, 501c3 nonprofit institution is one of the few premier car museums in the country. It is housed in a multi-purpose facility pursuing innovative and historic exhibitions, compelling programs, and caring for significant Corvette collections and archives. The CEO will implement a vision for the 21st century that builds on the institution's excellence, while identifying new opportunities for growth. S/He will oversee the planning, implementation and assessment of a comprehensive strategic plan.

In addition to the opportunities at the Museum, the CEO will oversee the organization's for-profit corporation, the NCM Motorsports Park. This leader will serve as President of the corporation and have oversight of all aspects of the operation.

Between the two entities, the CEO will have priorities including:

- Advancing community engagement strategies to increase service to membership and enthusiast audiences, grow participation in programs and foster contributions and community.
- Collaborating and promoting innovative approaches to fully utilize the impressive resources of the Museum.
- Anticipating future organizational needs by retaining talent, and building Board, volunteer and staff capacity and expertise.
- Diversifying and growing the Museum's income and fundraising results to create a sustainable business model.
- Build upon the success of the MSP and continue to drive revenue and meet and exceed the needs of the clients MSP serves.

POSITION SUMMARY

The CEO is responsible for the overall planning, development, and management of the Museum's human, fiscal, and physical resources to ensure the accomplishment of goals and achievement of a positive image. S/He will develop and implement sound policies and procedures for the care and use of the permanent collections according to high professional standards. The CEO will work with staff to develop exhibit programs and other activities specifically directed toward making the Museum a dynamic experience for the general public as well as long-time Corvette enthusiasts and members. S/He will collaborate with the Museum's development staff and take a leading role in fundraising activities for the Museum, including cultivating relationships with current donors and potential donors.

The CEO is responsible for the overall financial condition of the Museum and will actively promote efforts in all areas to balance the budget and control operating costs. S/He will establish and implement policies, goals, objectives, and procedures for the Museum that are in harmony with the Board of Director's vision. The CEO will serve as a representative of the Museum to the membership and stakeholders, the wider community, and the museum profession.

CANDIDATE PROFILE

The National Corvette Museum seeks an accomplished, nonprofit/museum leader who has a compelling vision for the power of informal learning environments. This individual is a curious, lifelong learner who is passionate about customer and member engagement. S/He will be a tireless advocate for the Museum's mission and will inspire others to support the institution's outcomes and success. Key skills and attributes include:

- **Leadership and Vision.** Provides leadership and support to the Board, staff, donors and other constituents in achieving the Museum's mission and goals. Effective in leading and managing change as the institution's needs and dynamics change. This is a high profile, high-energy position, requiring a dynamic individual who is comfortable working collaboratively with a variety of constituents and interests and representing the Museum as the face of the organization. The CEO must embody the highest ethical standards and demonstrate a commitment to the mission and values of the Museum.
- **Business acumen.** Establishes goals and quantifiable objectives and runs a fiscally sustainable institution. Supports and develops a strong management team that executes a strategic plan to grow the impact of the institution. Is accountable for the institution's results.
- **Relationships and Fundraising.** Builds strong and sustainable relationships that translate into successful collaborations, impactful partnerships, and demonstrable fundraising results. Enjoys cultivating donors and raising funds. S/He will demonstrate an understanding of working with a strong membership base. Welcomes the opportunity to be a leader in Kentucky, regionally and nationally.
- **Communication and Interpersonal Skills.** Has a passion for people and will inspire others to support the Museum's mission. This individual understands the opportunity to transform lives through exciting, entertaining and innovative approaches to sharing the history and future of Corvette.

A bachelor's degree is required; a master's degree is preferred.

To apply, please submit a current resume and letter of introduction to Kittleman & Associates, LLC at <https://www.kittlemansearch.com/news/current-searches/national-corvette-museum-/>

For more information about the National Corvette Museum please visit <https://www.corvettemuseum.org/>