

Position Profile

***On behalf of our client, TreeHouse,
CohenTaylor Executive Search Services
is conducting a retained executive search for its***

Vice President of TreeHouse Partner Network



TreeHouse Fast Facts

TreeHouse Staff Includes:

- **64** Current Employees

Annual Operating Budget:

- **\$5M**

Board of Directors:

- **19** Board Members

Company Headquarters:

- **Minneapolis, MN**

(In the winter of 2019, Treehouse HQ is moving to a more central location, tripling in size and adding space for training and programs!)

11 Core Locations

- Bloomington, MN
- Brooklyn Park, MN
- Chaska, MN
- Eagan, MN
- Eden Prairie, MN
- Lakeville, MN
- Mahtomedi, MN
- Minnetonka, MN
- New Hope, MN
- Plymouth, MN
- St. Louis Park, MN

Plus... 19 Partner Locations

85% of TreeHouse teens report a decrease in at least one at-risk behavior.

81% of TreeHouse teens report making plans for their future.



For more information, head to the TreeHouse [website](#).



Mission

Our mission is to bring living hope to hurting youth and families leading to life transformation.

Vision

The vision of TreeHouse is to reach every at-risk teen so they are loved, feel hope and realize life transformation.

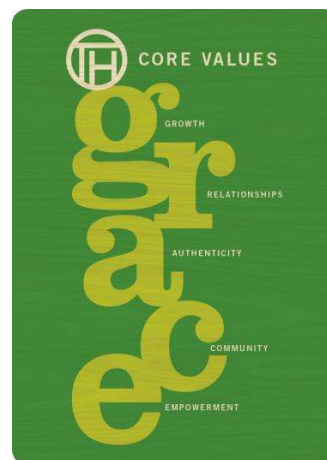
The Organization

Founded in 1984, TreeHouse is a nonprofit organization rooted in Christian values. TreeHouse is based in the Twin Cities and serves teens and other family members who are hurt, discouraged, confused, or in pain for many different reasons.

TreeHouse staff are grounded in the core values of GRACE, which determine how they conduct themselves in the relationships they share with donors, fellow staff and their teens.

- Growth
- Relationships
- Authenticity
- Community
- Empowerment

Today, TreeHouse annually serves over 2,000 teens, amassing over 28,500 formal outreach contacts with core TreeHouse programs. Teens have received unconditional love and guidance to heal and grow. All teens are welcome, regardless of background, and are reminded that they are lovable, capable and worthwhile.



TreeHouse Overview

UNIQUELY QUALIFIED

Teens are faced with a variety of issues; TreeHouse provides solutions. Through seasoned staff and programs, teens experience unconditional love and lasting transformation. Many teens develop a relationship with Jesus Christ. Here are just a few ways staff and programs bring that transformation to their teens.

STAFF

TreeHouse staff are qualified professionals with bachelor’s or master’s degrees in fields like social work, counseling, divinity, communication, education, psychology, theology and youth ministry. Their backgrounds are unique, but their passion is the same: to love teens and lead them into life transformation. In addition, staff are united in their goals of sharing the hope of Christ with teens in crisis.

ONE-TO-ONE MENTORING

Mentoring is the capstone of the TreeHouse programs. One-to-one mentor relationships are a time for teens to receive the full attention of a caring and compassionate adult. These relationships provide teens a safe place to turn when they’re in crisis, when they find out their best friend just attempted suicide, or when a parent is facing a prison sentence.

TRIPS AND ACTIVITIES

Annual retreats, service activities and trips provide teens condensed programming, an opportunity to serve others and time for fun.

WELL-ARTICULATED GOALS, SUCCESSFUL RESULTS

TreeHouse has ambitious goals, hopes and dreams for its teenagers, along with proof that its programs are succeeding in those goals. Wilder Research recently measured the effectiveness of TreeHouse programs, specifically in the areas of four key goals: reduce at-risk behaviors, build healthy relationships with God, self and others, graduate high school and pursue an educational or vocational track for their future. The results speak for themselves.

TreeHouse Partner Network

In addition to core programs, the board and staff of TreeHouse have embarked on an ambitious growth plan called the TreeHouse Partner Network. In 2014, a capital campaign, “Advancing Our Mission,” was launched with a \$1.4 million goal to fund partner growth, with over 80% of the goal raised to date.

SUPPORT GROUPS
Small group sessions led by staff and trained volunteers meet weekly to encourage the teens to receive as well as give support.

GOING DEEPER
Weekly large group meetings led by staff provide fun interaction and effective teaching to help teens grown personally and spiritually.

MENTORING ONE – TO – ONE
Face-to-face connections between staff members and teens develop mentoring relationships that offer support and accountability.

OTHER PROGRAMS INCLUDE:
Growth Groups Service Projects
Mediations Trips & Activities
Retreats

“Our partnership with TreeHouse has been such a blessing. We saw a need in our community with hurting teens that we weren't exactly sure how to address. TreeHouse has helped give us the tools, training and expertise to reach teens that may have been ignored and swept under the rug.” – South Dakota Partner Director

The Partner Network growth plan is aggressive, with a goal of establishing 50 partners in the network with a four-year goal of serving 10,000 teens per year. For fiscal year 2019, the TreeHouse Partner Network is targeting the open of 18 more sites, bringing the total number of sites to 39. The partners will implement the life-changing programs of TreeHouse for teens at nonprofits and churches across America. TreeHouse partners receive training and ongoing support from seasoned TreeHouse staff and have 24/7 access to the online resource center we call TreeSources.

More about the TreeHouse Partner Network:

A TreeHouse Partner Network location is staffed, hosted and managed by a mission-driven church or non-profit organization. TreeHouse provides access to TreeSources, our online resource center, which provides training, ongoing coaching and curriculum and resources to use with teens – everything the partner staff will need to effectively implement the TreeHouse model. This path costs between \$4,000-6,000 annually, excluding operational costs (staff, transportation, facility, etc.), and is resourced by the mission partner. The number of teens served will vary by location.



The Role

The Vice President of TreeHouse Partner Network is an exciting new role that will provide overall strategic leadership for the TPN staff in the expansion of the TreeHouse distribution network and partnerships. With the support of the CEO, Executive Leadership Team and the TPN staff, the VP, TreeHouse Partner Network will serve as the catalyst behind the model to drive the strategy, execution and change required to meet the aggressive growth plan for the TreeHouse Partner Network. An externally-facing leader representing TreeHouse, the VP will lead with a God-given heart to promote the TreeHouse mission to bring living hope to hurting youth and families leading to life transformation.

This is an incredible opportunity to assume leadership of the TreeHouse Partner Network Team – a long-tenured and passionate team, committed to the growth and success of the Partner Network model. The VP, TreeHouse Partner Network reports to the CEO, serves on the Executive Leadership Team and contributes to the strategic planning of the organization.

The VP, TreeHouse Partner Network team includes: Partner Development Manager, Network Training Service Manager, Network & TreeSources Manager and the TreeSources Content Manager.

General TreeHouse Staff Requirement:

By God's grace, TreeHouse staff live out Christian faith and values in ways that are consistent with the teachings of Scripture and by participating in a fellowship of believers for spiritual enrichment, encouragement, support and accountability.

Key Accountabilities:

- In collaboration with the CEO, develop **growth strategies for expansion** of partnerships throughout the nation.
- **Expand the TreeHouse brand** by identifying, developing, defining, negotiating, and closing partnerships.
- Align resources to **execute on the partnership growth goals**; hire, coach and lead the TPN team.
- **Build and maintain strong relationships** with current and potential partners.
- Close new partnership requirements; develop and negotiate contracts.
- Ensure adherence to the TreeHouse brand throughout all platforms, documents and communications.
- Assist in operations and technology development and finalization.
- Ensure exemplary service, support and training to current network partners.



The Ideal Candidate

The ideal candidate is a business and/or nonprofit leader who brings proven experience in business development, strategy, and execution – with a history of proven results – to increase the capability and capacity of TreeHouse. S/he will bring an entrepreneurial mindset to achieve results through the development of innovative strategy to create pathways for growth, turning strategy into reality. This leader will have previous experience creating new businesses/business units, either in business development or in an early stage start-up – if coming from a nonprofit, growth has been demonstrated on a large scale.

An external catalyst and accelerant, the ideal leader brings a combination of strong business acumen and strategic competence to meet the goals set for growth. The new VP, TreeHouse Partner Network is a fast mover to quickly deliver on the aggressive growth plan that has been set. Equally important, the new leader is adaptable, with an ability to pivot and change quickly based on feedback from the market. The VP, TreeHouse Partner Network is an activator, with a passion and motivation that is driven by results and the ‘build and grow’ of a business or product line. S/he operates with a high level of EQ and authenticity to build trust, establish rapport and drive results.

The VP, TreeHouse Partner Network brings a genuine energy and strong passion for the TreeHouse mission to build relationships and partnerships in and across the organization. This person will be a leader who is both genuine and strong in their conviction – with an essence of openness to build, energize and lead the TPN team. S/he is not afraid to challenge the status quo.

While no one candidate will have all the criteria enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- Growth oriented and strategic
- Solid change management experience; proven ability to lead, organization and manage change
- Marketing and/or sales
- Metric’s driven
- Highly entrepreneurial – with a ‘testing’ mindset
- Passion for youth mentoring, preferably with direct experience
- Strong leadership and management skills
- Personable, energetic and influential
- Collaborative; able to build sustained partnering relationships
- Mature faith in Jesus Christ which is compatible with the TreeHouse Statement of Faith and philosophy of ministry

Additional requirements include:

- Bachelor’s degree in business, marketing or similar field
- Minimum of 5 years’ experience in business development, sales management, marketing or similar field.

For more information or to send your credentials, please email info@cohentaylor.com

All inquiries will remain confidential.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities

The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.