

Company	Mission-Driven Nonprofit Organization
Industry	Nonprofit in Public Policy
Position Needed	State Director of Policy



Case Study

Executive Search for State Director of Policy at Mission-Driven Nonprofit

INTRODUCTION

The client is a nonprofit organization dedicated to accelerating solutions at the intersection of agriculture and biotechnology. They aim to advance policies that expedite the adoption of alternative proteins to create a more sustainable food system, combat food insecurity, and advance climate technology.

CHALLENGE

The client had been searching for almost a year to fill the critical Director of Policy role, encountering significant challenges in finding a candidate who combined mission alignment with legislative experience. Their previous efforts, including running ads on LinkedIn and sharing amongst their networks, yielded numerous irrelevant applications, making the process time-consuming and inefficient. With the pressing need to find the right candidate, the client was on the verge of hiring a "B" candidate who met some of their requirements but lacked the full spectrum of qualities they desired. In a last effort to find an "A" candidate, they enlisted the expertise of Food Impact Partners.

RECRUITMENT GOALS

Find the rare candidate who:

- **Has Mission and Legislative Alignment:** Deeply committed to the mission of advancing alternative proteins and possessing significant legislative experience.
- **Strategic and Independent:** A self-starter capable of building and managing an engaged network of stakeholders and policymakers with minimal supervision.
- **Creative and Persuasive:** Strong communication skills, the ability to develop innovative solutions, and the charisma to influence diverse groups.

UNIQUE RECRUITMENT PROCESS

Understanding Client Needs: Conducted detailed discussions with the client's leadership to fully grasp the specific requirements and challenges of the role, particularly the need for a candidate with both mission alignment and legislative experience.

Innovative Sourcing Strategy: Recognizing the necessity for exceptional tenacity and ambition, we expanded our search beyond traditional channels to ensure we identified the most resilient and driven individuals:

1. **Focused on Lobbying Skillset:** Specifically targeted professionals working at other lobbying firms in the Sacramento area, leveraging their existing legislative networks and experience.
2. **Personal Network Outreach:** Engaged our extensive network, reaching out individually to leaders in sustainable business and philanthropy, senior executives from major foundations and advocacy organizations, political figures, and activists committed to animal welfare.
3. **Extensive Resume Review:** Reviewed hundreds of resumes and profiles to ensure a comprehensive search and thorough evaluation of potential candidates.
4. **Comprehensive Evaluation:** Conducted 45 thorough interviews and assessments to evaluate candidates' legislative skills, strategic thinking, and alignment with the client's mission.
5. **Presentation of Finalists:** Presented 4-6 highly qualified finalists, each bringing unique strengths and experiences relevant to the role.

TIMELINE

Within two months, the new Director of Policy had started their role, demonstrating the efficiency and effectiveness of the search process.

OUTCOME

Selected Candidate: With a robust background in legislative affairs, including experience as a lobbyist and legislative advocate, their dedication to social and environmental causes, combined with his strong network and proven success in policy advocacy, made him the ideal fit.

CONCLUSION

Food Impact Partners demonstrated their ability to understand clients' unique needs, implement innovative sourcing strategies, and deliver exceptional candidates who drive meaningful impact. Their commitment to finding the right talent ensured that the client did not have to settle for a "B" candidate but instead found an "A" candidate who could truly advance their mission. This success story underscores Food Impact Partners as a trusted partner for executive recruitment in mission-driven organizations.