



LEADERSHIP PROFILE

**President
Southface Energy Institute**

Atlanta, GA

"Southface promotes sustainable homes, workplaces and communities through education, research, advocacy and technical assistance."

The Opportunity

Southface Energy Institute has been a pioneer in sustainability since 1978. As the oldest sustainability nonprofit in the Southeast, Southface focuses on the marketplace as a force for environmental change, and its innovative, science-based solutions have earned national recognition and elevated Atlanta to national prominence in the green building sector. Entrepreneurial, nimble and practical, Southface creates breakthrough change through education, research, advocacy and technical assistance.

Southface was led for the past five years by Andrea Pinabell, who succeeded co-founder and longtime Executive Director, Dennis Creech. Her successor will inherit a well-regarded \$7 million organization and will continue to build Southface's infrastructure, long-term financial sustainability and capacity to innovate and respond quickly to a dynamic marketplace. While the organizational reputation is solid and respected, the future of Southface rests on its ability to think strategically, execute skillfully and ensure that decisions are grounded by a relentless focus on advancing best-in-class sustainability solutions that align with an effective and successful business model.

The organization is at a critical inflection point.

For Southface to continue to thrive, mission, margin and management must all share equal focus going forward. The next President will bring and build a culture of collaboration and communication and the ability to channel and optimize the remarkable intellectual capital at Southface. The new leader will guide and advance Southface's work around equitable and scalable sustainability, climate mitigation/adaption policies and implementation strategies, emerging global disclosure practices and consumer and business interest in sustainability. Maintaining Southface's role as a leading-edge subject matter expert and solution-

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provider in these areas is reliant on organizational innovation, demonstrable value for clients, facility in providing fee-for-service solutions, and ability to adapt to a dynamic and rapidly evolving sustainability environment.

In partnership with a committed, engaged Board and staff, the President will:

- Further develop and refine Southface’s systems and business infrastructure
- Galvanize the staff and help Southface find the optimal balance of innovation, subject matter expertise and execution
- Grow revenue and enhance the organization’s visibility and ability to successfully cultivate individual, philanthropic and corporate resources
- Work to ensure that the business model and infrastructure will support scalable results, measurable successes and growth over the next several years.

The Organization

Southface Energy Institute is a 501(c)3 nonprofit organization and a leader in sustainable advocacy, building, planning and operations across the U.S. With a mission to create a healthy and equitably built environment for all, Southface’s consulting services, workforce development, research and policy practices are supporting better homes, workplaces and communities. Experts in the fields of resource efficiency, building tech and organizational sustainability since 1978, Southface’s mission is to promote sustainable homes, workplaces and communities through education, research, advocacy, and technical assistance.

The organization’s entrepreneurial, science- and market-based approach has led to

significant advances, initiatives, partnerships and accomplishments, among them:

- Two locations - Atlanta, GA and Sarasota, FL. The [Sarasota location](#) is a partnership with the Florida House Institute, a wholly owned subsidiary of Southface.
- [GoodUse](#), a utility management initiative that has saved more than 250 nonprofits over \$6 million in energy and water costs that have been reinvested in mission work.
- [The Southeast Weatherization and Energy Efficiency Training \(SWEET\) Center](#), the premier training program in the Southeast and the first to be certified to provide benefits under the Veteran's Administration GI Bill. Rebuilt in 2021, this innovative hands-on training center is unparalleled in the Southeast.
- [EarthCraft](#), LEED and other green building programs, through which Southface has certified more than 60,000 homes ranging from affordable housing to high-end residences.
- Third-party solar financing, one among many policy issues Southface has helped shape at the federal, state and local levels.
- Innovative research on building performance and codes that helps shape policy and advance best practices.
- Sustainable Services & Cities, an initiative that promotes sustainability beyond the scale of individual buildings, working with towns, cities, universities, nonprofits and neighborhood associations.
- A robust and outward-facing advocacy team driving change towards equitable energy, efficient affordable housing and community development solutions.



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For 20 years, [Southface's Sustainability in Action Roundtable](#) has convened civic, business and government leaders for honest, respectful discussions on a host of sustainability issues. Areas of current focus include conscious incorporation of equity, inclusion and community-building throughout the organization's work.

Additionally, Southface is represented on numerous business, foundation, nonprofit and government advisory committees, and is often consulted by private industry and professional associations connected to the energy and building industry. The organization has won regional and national awards, from the U.S. Department of Energy, the U.S. Environmental Protection Agency, Urban Land Institute, the US Green Building Council, the National Association of Home Builders and numerous other organizations.

The organization's [2019-2024 Strategic Plan](#) serves as a framework for annual work plans, which are developed in concert with the organization's budgeting process. This process links plans, funds, organizational goals, outcomes and impacts while increasing flexibility and accountability. Three overarching organizational goals highlighted in the plan include:

- Integrating work across policy, education, and program delivery
- Strengthening infrastructure to support a nimble, impactful and secure organization.
- Focusing engagement with strategic audiences and partners to advance its mission and grow new revenue sources.

Southface has a committed staff of 40+, an engaged board of 14 and close to 1300 members across the United States. The organization is lean, with administrative costs held between 15-18% of expenses. Ongoing efforts are being diligently pursued to increase philanthropic support that is not directly linked to project work (which is

currently at less than 10%), to diversify funding sources and to monetize the organization's thought leadership and education contributions.

Southface has a dedicated fund of approximately \$1.4 million to keep its facilities state-of-the-art; additionally, the organization has an endowment and operating reserve of approximately \$2.4 million that helps to financially sustain the organization.

The Responsibilities

The next President will bring vision, charisma, passion and credibility in the field of sustainability. With a compelling presence, strong relationship skills and proven expertise in fundraising and growing revenues, the new leader will help Southface advance organization impact and long-term financial sustainability.

More specifically, the President will:

Lead Southface with passion, humility and a conviction about the power of sustainability.

The President will be a committed servant leader with a palpable energy and excitement about the work of Southface. With grace, business and leadership acumen and an ability to inspire, the next leader will help the organization chart a course for the future that builds on its reputation for creativity and expertise and that simultaneously grounds its future.

Increase earned and contributed revenue. The new leader will be an experienced fundraiser, cultivator of resources and have a demonstrated record of growing revenue. Shepherding contributed revenue, finding ways to drive fee-for-service income and monetizing organizational expertise are essential to the success of Southface, and the President will possess the ability and tenacity to find ways to strengthen the business model. Further, the new leader will bring



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experience in the stewardship of philanthropic and funding relationships with foundations, governmental organizations, members and corporate sponsors, and the courage necessary to expand them.

Drive awareness of Southface’s work and impact and be an uncommonly good ambassador for the brand.

The President will be an effective communicator who will grow awareness of Southface as a pioneering force for positive change and who can make an informed, persuasive case for sustainability and the Southface mission. They will regularly engage with audiences that include corporate, civic and conservation leaders, elected officials, developers and the general public. Further, the President will be an in-demand thought leader and grow awareness for the work, reputation and impact of Southface through speaking engagements, media interviews, social media and presence in forums that are important to the organization and the sector.

Work with the board and staff to advance and calibrate a vision for Southface that attracts support, optimizes Southface’s assets and positions the organization for missional success and long-term financial sustainability.

Building on Southface’s considerable reputational, experiential and human capital, the new leader will find ways to move the organization forward that balance creativity and pragmatism. They will help drive a vision for Southface that can deliver impact, support the needs of clients and partners and monetize expertise in ways that take maximum advantage of organizational assets and avoid mission drift.

Build and lead a strong organizational culture.

The President will be a gifted builder of teams and a leader that empowers, encourages and develops staff. They will provide thoughtful executive leadership that is inclusive, transparent and defined by a shared vision, values, high standards,

accountability and a collective desire to achieve outcomes. The new President will help create a culture of collaboration, support and teamwork that celebrates and inspires exceptional work – making Southface a destination where the best and the brightest in the sector will come, contribute, thrive and grow.

The Candidate

The President of Southface is a compelling servant leader with success in sustainability and relevant organizational contexts. They will bring experience and confidence in leading subject matter experts, and an ability to guide day-to-day operations and initiatives with both conviction and grace. The President will be comfortable in the worlds of philanthropy, business, government, diverse communities, and both traditional and public media. Specific assets will include:

- Strong business acumen and experience building and leading organizational systems
- Demonstrated experience in fundraising and growing revenue
- Presence, gravitas, humility and authenticity
- The ability to build and inspire trust
- Credibility as both a subject matter and organizational leader
- A natural ability to guide teams and inspire inclusion and collaboration
- Experience in successfully working with and managing a nonprofit board
- Have authentic expertise and a solid, nuanced and big-picture understanding of sustainability issues and policy, science, marketplace, consumer and business contexts

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- Demonstrated passion and capability around economic, social and racial equity and justice issues
- An orientation to an approach that is grounded in science, facts and pragmatic, market-based solutions
- Skill as a thought leader who is open to new ideas, solutions and innovation
- Superlative communication and relationship-building skills.
- Compassion, a sense of humor, and values and beliefs that are a fit with the culture of Southface
- Skill as a compelling storyteller.
- Proven ability and experience in fiscal and budget management
- Experience in creating and establishing clear, measurable business goals and achieving outcomes

The Relationships

The President reports to:	Southface Board of Directors
President direct reports include the leaders of:	<ul style="list-style-type: none"> • Finance + Operations • Programs - Implementation • Programs - Strategy + Impact • Southface Sarasota / Development + Communication
Other key President relationships include:	<ul style="list-style-type: none"> • Southface members and volunteers • Current and potential partners, clients and donors • Corporate, civic, philanthropic and community leaders • Elected officials • Global sustainability thought leaders and practitioners



The Location

The President is based at Southface Institute's headquarters located in the SoNo neighborhood of Atlanta (between Midtown and Downtown) on the Civic Center property. Atlanta is among the most dynamic metropolitan areas in the country. Regularly cited for livability and civic engagement, Atlanta is a leading city for sustainability and home to over five million residents.

Atlanta ranks third nationally in corporate headquarters. It is home to the world's busiest airport and major educational institutions including the country's largest consortium of historically black colleges and universities including one of only a dozen United Nations Regional Center of Expertise for UN Sustainable Development Goals. In addition, Atlanta is home to both corporate headquarters (Delta, Coca-Cola, NCR, etc.) and nationally prominent public-benefit and nonprofit organizations such as the Task Force for Global Health, American Cancer Society, Habitat for Humanity International, Children's Healthcare of Atlanta and CARE.

For potential consideration
or to suggest a prospect, please email
Southface@BoardWalkConsulting.com
or call **Diane Westmore** or
John Sparrow at 404-262-7392.
