



ELECTRONIC TRANSACTIONS ASSOCIATION

POSITION PROFILE

Director of Education and Professional Development

Summary

The Electronic Transactions Association is the global trade association of the payments industry, representing more than 500 of the world's largest and most innovative financial institutions, technology companies, credit card networks, and payment processors in the \$7 trillion electronic transaction processing industry. With headquarters in Washington, DC, the purpose of ETA is to influence, monitor and shape the payments industry by providing leadership through education, advocacy and the exchange of information.

The Director of Education and Professional Development will create and drive the education and professional development strategy for the Electronic Transactions Association (ETA) through multiple delivery vehicles for a variety of audiences. A dynamic and nimble approach focused on advancing the electronic payments industry will be required to provide the kinds of relevant and cutting edge offerings that will attract and retain participants, grow market share, and generate new revenue. This individual will monitor the economic trends, technology shifts, and market forces that affect the payments industry, translate this knowledge into curriculum design and speaker selection and

champion innovative program delivery. Relying on an outside consultant to handle speaker management and program details and a marketing team to oversee program packaging and marketing, the successful individual will have the flexibility to be entrepreneurial while reporting directly to the CEO.

ETA's program mix includes 12-15 events each year, including TRANSACT, ETA's annual meeting and tradeshow, which attracts 4,000+ attendees each spring. In addition, the ETA Certified Payments Professional (CPP) certification program sets the standard for professional performance in the payments industry. ETA also offers ETA University, webinars and other programs.

Key Responsibilities

- Oversee the development and management of a multi-year knowledge and learning strategy, as well as an annual business plan for ETA's professional development offerings that keeps pace with members'/customers' evolving needs.
- Oversee program design and evaluation. Initiate changes in current programs to ensure that both participant learning needs and revenue goals are met or exceeded, and the learning experiences are high quality and high impact.

VettedSolutions

- Stay abreast of both industry trends and developments in adult learning practice (including platforms through which knowledge and learning is disseminated) to ensure ETA programs deliver timely and relevant content.
- Revitalize and expand ETA's industry certification program. Develop a fresh approach to packaging and targeting new audiences within each member company.
- Work in concert with volunteers, staff and consultants to develop and execute educational offerings; serve as staff liaison to the ETA Education Transact Planning, Strategic Leadership Forum Planning, and Credentialing Committee.
- With the overall learning strategy as a backdrop, develop and manage all aspects of educational content at ETA's annual trade show and other conferences and events, including identifying and recruiting relevant and dynamic speakers, keynotes, and other content.
- Identify and manage strategic partners as they relate to content and conference programming.
- Work across the organization to ensure alignment with ETA's overall strategy and industry issues.

Experience and Qualifications

- Minimum of Bachelor's Degree required. Master's degree preferred.
- Ten years of relevant business experience. Association experience in a sector related to ETA preferred. (business, retail, technology)
- Five years of experience in association management with a high level of volunteer collaboration.
- Demonstrated skills and success in strategic and operational planning and project management.
- Multi-year track record of developing successful education programs for world-class events and conferences.
- High energy level and enthusiasm, adaptable to change.

- Solid communication skills, including the ability to be effective orally and in writing with both executive level stakeholders and with team members working at a more detailed level.
- Demonstrated success in developing and growing professional education and credentialing programs as revenue-producing business lines.
- Ability to think creatively about how to solve business challenges, and translate member needs and issues into relevant programs.
- Knowledge of best practice in adult learning, distance learning, education program design, and development and evaluation.
- Experience and demonstrated skill in working with subject matter experts in a fast-paced environment.
- Ability to work collaboratively, and act in a lead role with subject matter experts within a team environment to meet specific goals and pre-defined measurement criteria.
- Experience in establishing and maintaining partnerships with service providers and vendors.
- Innovative, entrepreneurial and strategic thinker.

Measures of Success

- An overall professional development strategy that drives revenue and attendance across multiple offerings, including TRANSACT.
- Consistently positive evaluation data on metrics defined by strategic goals.
- Significant growth in participation and attendance over a defined period.
- Ability to meet or exceed the annual budget.
- ETA is recognized across the community as the leader in professional development and certification as defined by relevance and other measures.

Organization Review

MISSION AND PURPOSE

ETA is the international trade association serving the needs of organizations offering payment technology products/services.

The association began in 1990 as the Bankcard Services association (with fewer than 20 people from the industry gathering to discuss ways to develop a credible voice within the industry). In 1996, the group realized the need to broaden its scope of industry representation and changed its name to the Electronic Transactions Association. ETA is now an association with nearly 550 member companies in 30 countries.

ETA's stated mission is to fully serve its members and advance their profession by providing leadership through education, advocacy and the exchange of information.

ETA's membership spans the breadth of the payments industry to include independent sales organizations (ISOs), payments networks, financial institutions, transaction processors, mobile payments products and services, payments technologies, and software providers (ISV) and hardware suppliers. ETA member companies touch, enrich and improve the lives of every consumer by making the global flow of commerce possible.

CONFERENCES & EVENTS

ETA sponsors 12-15 meetings and events each year. TRANSACT, ETA's annual meeting and tradeshow, attracts 4000+ attendees each spring, the Strategic Leadership Forum is the idea sharing, strategy-focused event for the C-suite scheduled in the fall, and the four TRANSACT Tech events are held in technology hubs around the U.S. to learn about the latest in technology and payments. These meetings, in addition to our one-day events on Capitol Hill, enable attendees to meet with other key decision-makers in the industry, gain new insights and explore the latest products and services.

EDUCATION

ETA's commitment to advancing the electronic payments industry is evident in the scope of its educational offerings. As the electronic transactions industry continues to evolve, so do ETA's educational programs and the ETA University. Its offerings have and will continue to respond to industry evolution.

COMMUNICATION

ETA excels in providing valuable communication tools and programs, including:

- This website which features the most current information on ETA, its members and events, and industry news.
- The annual meetings which feature educational programming, industry exhibitions, media contacts and networking opportunities.
- *Transaction Trends* print magazine, the industry's leading professional publication, providing the latest must-have information on a bi-monthly basis.
- *Transaction Trends* weekly newsletter, an executive summary of noteworthy articles pertaining to electronic transaction issues distributed every Thursday to ETA members.

REPRESENTATION

ETA is dedicated to providing full and effective industry representation for each and every one of its members by providing a credible, unified voice within the industry. ETA strives to effect change within the industry by providing a conduit to other associations, card companies, and governmental agencies to work on industry issues.

ETA Staff

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- Grant Carlson
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- Meghan Cieslak
Director of Communications
- Jacqueline Cremos
Program Support Specialist
- Pamela Furneaux
Chief Operating Officer
- PJ Hoffman
Director of Regulatory Affairs
- Alicia Howard
Senior Accountant
- Del Baker Robertson
Vice President, Strategic Partnerships

- Mara Sherman
Association Services Coordinator
- Emma Stoneall
Communications Coordinator
- Scott Talbott
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Web Presence

www.electran.org

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