

## **Vice President of Produce Science and Safety**

### **Mission**

Responsible for science and safety issues for PMA and its members, and represents the association in regulatory, legislative, and scientific arenas.

### Staff Relationships

Works under the general direction of the Vice President of Government Relations and Public Affairs. Interacts with Industry Standards and Technology team on science and safety issues.

### Contacts

Has daily and significant contact with members, member task forces, nonmembers, U.S./state federal regulatory and legislative staff, science/safety staff of related trade associations, consumer and advocacy groups, coalition partners, and the trade and consumer media.

### Responsibilities:

- Leads PMA's produce science and safety efforts (including but not limited to: food safety, taste/texture, nutrition, quality, biotechnology, innovations) (50%)
  - Anticipates, monitors, and evaluates impact of relevant new or revised food science/safety legislation, regulations, standards, self-regulatory programs on members and produce industry
  - Anticipates, monitors, and evaluates impact of relevant nonregulatory food science/safety issues on members and produce industry (e.g. biotechnology, irradiation)
  - Serves as key contact with U.S. federal regulatory agencies on produce science and safety
  - Serves on industry coalitions related to food science and safety
  - Communicates developments in produce science/safety to members (including presentations at PMA events) and media
- Creates member value through the government relations program (25%)
  - Develops member communications materials on food science/safety issues
  - Recommends new products, events, and services for members
  - Works closely with professional development, marketing, product development, and events to facilitate the development of products, events, and services related to food science and safety
- Directs member task forces/vendors on food safety/science (10%)
- Updates staff/volunteer leaders on key issues (5%)
  - Briefs the Board/leadership groups/President/Senior Management Team/staff as desired on key issues

- Communicates positions to marketing and market managers
- Ensures Information Center is kept up to date on relevant issues
- Maintains network of contacts in produce industry, food industry, scientific community, relevant government agencies, and other related nonprofits (5%)
- Maintains and advances professional competencies in association management, produce science/safety, government relations and advocacy, and the produce industry. (5%)

**Decision Making:**

- Develops appropriate positions on food science and safety issues
- Directs task forces, including selecting task force members
- Recommends resources (e.g. expert speakers) for products, events, services
- Vendor selection and management
- Assists with development and approval of budget and expenses
- Assists with development and execution of business plans

**Measures for Success**

- Increased member satisfaction, retention, revenue

**Selection Criteria:**

- Advanced degree (Ph.D. preferred) in microbiology, food science (with emphasis on microbiology), or other relevant food science field
- Ten years related experience
- Knowledge of produce industry preferred
- Expert knowledge of government processes, especially regulatory processes
- Extensive network among industry (produce and food science), regulatory officials; ability to locate and call in relevant experts as needed
- Knowledge of foodborne disease and foodborne disease epidemiology
- Expert communications and presentation skills, ability to identify and respond to emerging issues; ability to communicate scientific, research, or complex issues in lay terms to members and media
- Ability to deal with emergencies on both the technical and communications level
- Ability to develop and execute business plans consistent with PMA's organizational objectives
- Ability to contribute to increase revenue — new issues-focused product, service, event development and delivery
- Ability to increase volunteer involvement — task forces, work groups, etc.
- Frequent travel required
- Location flexible

**Last revision:** November 14, 2006