



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

GUIDE FOR NOMINEES FOR ELECTION TO THE BOARD OF DIRECTORS

Thank you for your interest in serving on the Board of Directors of the Electronic Retailing Association (ERA). Your desire to serve on the Board illustrates your commitment and dedication to our industry and to ERA.

The information contained in this booklet is designed to provide you with an accurate appraisal of the role that ERA Board members play. It is also intended to give you a clear understanding of the candidate selection process. If you have questions about the process or the materials to be submitted, please contact Michelle Spencer at 703-841-1751 or [mspencer@retailing.org](mailto:m Spencer@retailing.org).

To be considered as a candidate, your completed materials **must be received by ERA by Tuesday, January 31, 2017.**

QUALIFICATIONS AND COMMITMENTS

Review the Qualifications and Commitments listed below to evaluate your ability to fulfill the responsibilities required of ERA directors.

Responsibilities

A director, together with other Board members, establishes ERA policies and priorities based upon the Association's mission and vision, values, and strategic plan. Directors represent member needs; ensure the financial stability and growth of the association; and promote the direct to consumer marketing industry generally.

Primary Qualifications (Please be sure to address all that apply on your application form, resume, and/or your letter of intent.)

- ✓ CEO Level (CEO, Owner, Founder, President)
- ✓ Five (5) or more years of experience in the Direct Response/Direct to Consumer industry
- ✓ Volunteer experience with ERA (committee, council or task force participation)
- ✓ Your company is in the direct to consumer commerce industry
- ✓ Full time employee of a current ERA member company paying at the correct dues level for your company's size
- ✓ Past or current experience serving on a board of a non-profit or for-profit organization (please note the name of the organization and the roles served)
- ✓ Support from employers/colleagues for the time and financial commitment required

Additional Qualifications

- ✓ Knowledge of the fiduciary role of a governing body; able to learn the role
- ✓ Secure in own abilities, able to contribute beyond personal development
- ✓ Skilled in multi-dimensional thinking and analysis
- ✓ Interpersonal skills; approachable, savvy, an ambassador who personally values and respects other people
- ✓ Visionary- open to new ideas, able to prioritize and consider future directions; has a clear view of the future
- ✓ Objective- evaluates the ideas of others
- ✓ Mentor- willing to invest in others, inspires confidence and enthusiasm
- ✓ Integrity - establishes and maintains a personal code of conduct that serves as a model for others
- ✓ Knowledge of and experience working in digital direct response

Self-Appraisal

To help you achieve a better understanding of your own motivations, consider the following questions:

1. Why do I want to serve as an elected leader of ERA?
2. Am I willing to sacrifice time, money, and other goals?
3. Do I have adequate support and understanding from my own organization and family?
4. Can I communicate effectively? Can I deliver the message to others?
5. Can I subordinate my personal biases to respond to the needs of the entire membership and organization?
6. Can I identify with, and work with, the staff as a team member?
7. Can I relinquish authority and control when my term of service has ended?

Digital Direct Response

ERA's Board of Directors has directed the Nominating Committee to seek out one or more Board candidates with expertise in digital direct response. The ERA Board has defined this as:

Brand and marketing leader with significant traditional and digital experience in bringing together technology, strategy and analytics to provide innovative direct to consumer marketing solutions. He/She will have demonstrable expertise in defining, scaling and managing digital marketing campaigns that drive results (sales and/or response).

The Board has approved the following criteria for the Nominating Committee to use in their evaluation and selection of digital experts for Board leadership:

- Meets board approved definition of digital expert
- Has 10 years of experience in response driven digital marketing
- Experience connecting off-line and on-line marketing platforms
- Passion for direct response online and offline
- Must have intimate knowledge of and experience using the latest marketing technologies. This includes but is not limited to:
 - Analytics platforms (Google Analytics, Coremetrics, Site Catalyst)
 - Attribution software (Convertro, I. Predictus, Adometry)
 - Demand side platforms (DSP) such as Turn, MediaMath,
 - Optimization systems (Test and Target, TargetClose, Optimizely etc)
 - Ad serving systems (MediaMind, Doubleclick)
 - Bid management platforms (Marin, Kenshoo)
 - Facebook preferred marketing developers (PMD) - (Nannigans, Admixt)
 - Ecommerce platforms (Magento, Volusion)
 - Email marketing platforms (Marketo, Exact Target)
 - Tag management (Tealium, Tag Man)
 - Mobile marketing concepts and systems and technologies
 - DMP's, big data, data mining, customer profiling etc.

Please be sure to address how you meet the Board's definition of digital expert and criteria in your application.

Travel Commitment

- ✓ Four one-day Board meetings each year. Usually, one meeting in Florida; Washington, DC; Los Angeles or New York; and at the ERA D2C Convention in Las Vegas.
- ✓ Additional conference calls are usually convened 2-3 times each year.
- ✓ Miscellaneous assignments of one or two days in duration as the need may arise.

Time Commitment

Directors are elected to three-year terms and

- ✓ Participate in phone calls, conference calls, reading, etc.
- ✓ Receive periodic e-mails from ERA containing briefings, memos, and correspondence, some of which may require responses.
- ✓ Review the Board Book and other materials prior to each Board meeting.
- ✓ Review minutes of Board and committee meetings.
- ✓ Occasionally serve on Board task forces or committees.

Social Time in Conjunction with Meetings

Additional activities or meetings are often called during Board and committee meetings. Please consider this when making personal plans during the time around meetings. Generally, the Board of Directors meets the evening prior to the Board meeting for a dinner or reception.

Financial Commitment

Directors serve at their own expense and are expected to assume the cost of travel, lodging and event registration fees. In addition, Board members must agree to pay the annual Board contribution fee of \$2,500 each September.

Nominating Process (Due Date: *Tuesday, January 31, 2017*)

The Nominating Committee begins the work of identifying candidates for nomination for the ensuing fiscal year of ERA in November of each year. To be considered among the next group of candidates, your completed materials ***must be received by ERA by Tuesday, January 31, 2017.***

1. The Nominating Committee evaluates candidate submissions from January-June.
2. Nominees will be notified by the Nominating Committee of next steps following consideration of their completed forms.
3. Selected nominees may be invited for phone or in-person interviews at ERA's Great Ideas Summit (February 27- March 1, 2017) or ERA's Government Affairs Fly-in in Washington DC in May 2017. (Exact dates to be determined in January when Congress releases its calendar.)
4. ERA members are notified of the proposed slate of nominees for election following final decisions of the Nominating Committee.
5. The election takes place by electronic ballot in July.
6. Installation of officers and directors for the ensuing year takes place at the ERA September board meeting and newly elected directors attend that meeting.

Nominee Application Form and Honor Statement

Please complete (in full) and return the Application Form and Honor Statement. State your name as you would want it to appear in all official references.

Guidelines for Letter of Intent

In the letter of intent, include your acceptance of consideration for nomination and state your reason(s) for wishing to be considered for election as a director of ERA.

Key Resume Components

Please enclose a current resume. If your resume does not include the following key components, please attach an addendum to include the missing items.

1. Name
2. Formal education and degrees
3. Work experience: list employer name, city, state, your title and dates of employment
4. Include current and past positions
5. Service on corporate boards if applicable; list all leadership roles and dates of service.
6. Articles published and/or presentations made: list all articles that you have authored and presentations that you have made. Attach copies of articles if possible
7. Awards and honors
8. A high resolution professional photograph of yourself in .tif, .eps, or .jpg

Please remember to address all items that apply in the Priority Qualifications section on page 1. All key components must be addressed in your resume, letter of intent, or the application form.

If you are selected as a candidate for election, information will be summarized from your resume and presented to the membership with the announcement of your candidacy.

Nominee Issue Statement

Submit a written statement (250 words max) about a major issue facing the direct to consumer/direct response industry today, including your approach or suggestions for addressing the issue, including what role, if any, you might see for ERA to play. In addition, please address your past experience if any in driving important industry issues in the following areas:

- Government affairs (international, national, state, local)
- Self-regulation
- Digital Direct Response
- Defining industry standards
- Working with authorities to inhibit trade in counterfeit goods

This statement will be used by the Nominating Committee to evaluate your background in the following areas:

- Current awareness of vital industry issues
- Leadership ability related to your approach or suggestions for addressing the issue

Board Agreement and Conflict of Interest Statement

If the Nominating Committee selects you as a Board Candidate, you will be asked to complete and return the ERA Board Member Agreement and the Conflict of Interest Statement.

Questions

If you have questions, please contact Michelle Spencer at 703-841-1751 or m Spencer@retailing.org.