



InvestMidwest ... where capital connects with big ideas

Position Opportunity: Executive Director

InvestMidwest has been critical to the evolution of innovation ecosystems throughout the Midwest. For over 20 years, the InvestMidwest Venture Capital Forum has brought together entrepreneurs and investors to build networks, support investment, and grow innovation.

The annual conference is recognized as the Midwest's largest and most successful capital forum, highlighting life sciences, technology, and food/agriculture startups with the most promise for success. These companies typically seek \$1M to \$20M in funding and project revenue of \$20M within five years. Presenting companies have gone on to raise more than \$1B in capital.

The annual forum has operated virtually and at reduced capacity since 2020 due to COVID-19.

The Advisory Board seeks an Executive Director to re-imagine and reinvigorate the Forum, to be held in St. Louis in 2023 and in Kansas City in 2024.

The Executive Director will bring a process of inquiry and invention to re-establish the forum event and will be:

- An executive-level leader who is equally comfortable with strategic thinking, developing strategic direction, and managing event details
- An expert and compelling communicator able to present to large audiences and generate enthusiasm, support, and event attendance
- Culturally astute leader who is fully at home with people of diverse backgrounds and perspectives
- Familiar with the startup and venture capital communities in the Midwest region

The Executive Director will be skilled at:

- Collaborating with various stakeholders and developing meaningful partnerships to ensure attendance and participation in the forum
- Fundraising by creating compelling sponsorship opportunities, connecting with sponsor prospects, and engaging Advisory Board members in the fundraising process to meet fundraising goals
- Planning and management of all details, including technology, to execute a flawless event
- Financial management of all aspects of the event, including service providers and vendors, to achieve excellent performance within budget
- Working in deep collaboration with an engaged, connected Advisory Board and with organizational partner Greater St. Louis, Inc.



***“Our Executive Director needs to be self-driven and ready to pick-up and run.”
Tom Melzer, Board Chair***

Priorities for the new Executive Director will include strategic thinking about:

- How the event will contribute to the ongoing evolution of Midwestern innovation ecosystems
- How to embrace emerging technology sectors in addition to those traditionally presented (e.g., life sciences, food and agriculture, and technology)
- Changes in the landscape for VC companies and how deals are sourced and completed
- Activities in the “off-year” city to maintain a more consistent presence in both Kansas City and St. Louis
- Content and communication format (in person vs. virtual) and how best to facilitate deal making, networking, and collaboration among stakeholders including entrepreneurs, VC’s, the startup ecosystem, and sponsors

Expert experience needed:

- Organize and direct the annual forum event
- Ensure sponsorship support (fundraising)
- Manage marketing and communications
- Work with an Advisory Board and key stakeholders
- Recruit startup companies, volunteers, sponsors, and VC investors to participate
- Develop partnerships and relationships with key innovation leaders
- Supervise vendors and support staff
- Collect and report performance and satisfaction data from conference participants

The position will primarily work virtually, from a location in the Midwest, with the flexibility to office at Greater St. Louis Inc.

Some travel to St. Louis and Kansas City is required, if not living in one of these communities. Open to flexible work arrangements based on the success of the conference.

This position’s starting salary will be \$74,000 to \$92,000 with competitive benefits and bonus opportunity.

Learn More & Apply

EMD Consulting Group, a firm that helps nonprofits build organizational strength, is facilitating this search.

All inquiries will be held in strict confidence. Interested parties should send a letter of interest and resume to search@emdconsulting.com

We expect to accept applications until July 29, 2022.