



Executive Director
Shatterproof Movement to End Addiction Stigma
New York City or Washington DC

EXECUTIVE SUMMARY

Addiction is the most significant health crisis in the United States today, and Shatterproof is committed to ending the devastation. Founded by former hotel executive Gary Mendell to fill the gap for a well-funded, national, not-for-profit organization to reverse the course of this health crisis, Shatterproof was launched with the single goal of ending the devastation addiction is causing our families. Building on momentum gained by advising on public policy for addiction-related issues and advancing the evidence-based measurement of care options, Shatterproof is taking an important next step to mobilize the public through education and increased awareness of the steps to end the crisis and is seeking an **Executive Director (ED)** to build the **Shatterproof Movement to End Addiction Stigma** in the United States.

This new Executive Director will set the strategic vision for the Movement and champion both its internal structural development and the development of external allies, building cross-sector partnerships, high-profile supporters, and financial resources for success. S/he will have a close working relationship with Shatterproof's CEO to ensure coordinated vision for the Shatterproof Movement to End Addiction Stigma that supports Shatterproof's ambitious, organization-wide goals. The ED will also work in coordinated partnership with Shatterproof's leadership team to leverage their exceptional expertise in Marketing and Communications, Development & Fundraising, Corporate Engagement, Addiction Treatment Programming, Government Relations, and Finance and Operations to the benefit of the Movement's work. In addition to these team resources, the ED will have initial financial resources to support the hiring of a high-functioning, complementary team for the Movement and will be the architect of internal processes and protocols that will ensure the Movement's long-term stability and success. Finally, the ED will serve as the primary external face of the Movement and will effectively utilize media platforms, convenings, and other strategies to immediately curb the insidious effects of stigma and addiction.

The ideal candidate will possess a deep commitment to ending the crisis of addiction and the gravitas and vision to lead and shape the anti-stigma movement. As a consummate collaborator, facilitator, and campaign builder, this person will have vast experience convening diverse groups of thought leaders, policy makers, funders, business leaders, and communities and success leveraging data and collective voice for change. Operationally, the new ED will bring expertise in building and running a public movement to create societal change including the talent strategy, team management, fundraising, and organizational strategy necessary to guide an initiative successfully through a period of rapid growth and development.

This search is being conducted by Katherine Jacobs, Linh Nguyen, Cara Pearsall, and Chris Cannon of [NPAG](#). Application instructions can be found at the end of this document.

ORGANIZATIONAL OVERVIEW

More than 20 million Americans—one in twelve over the age of 12 — suffer from the disease of addiction, making it the fourth most prevalent disease in the United States. Addiction permeates every geographic corner of the country and every socioeconomic class. All told, approximately 80 million Americans have someone in their immediate family – son, daughter, mother or father, who are afflicted with this disease.

The misuse of alcohol and other drugs kills approximately 160,000 Americans each year, making it the country's third largest cause of death. In 2017, more than 70,000 Americans died of an overdose, the majority of which were caused by an opioid, quintuple the number of Americans that died 15 years ago. Despite the magnitude of this enormous tragedy, the nation's response has been misguided and insufficient.

Founded by former hotel executive Gary Mendell to fill the gap for a well-funded, national, not-for-profit organization to reverse the course of this health crisis, Shatterproof was launched with the single goal of ending the devastation addiction is causing our families.

In just a few short years, Shatterproof has distinguished itself by its business approach to making impact and its measurable success in saving the lives of many.

- 1- Federal & State Public Policies: Shatterproof is the leading organization informing policymakers on addiction-related issues, which has directly contributed to 20 bills being signed into law in 16 states; from the safer prescribing of opioids, to ensuring that the licensing of treatment programs is conditioned upon evidenced-based treatment, to ensuring that commercial and public health insurance are properly paying for treatment. Shatterproof has also partnered with other organizations to educate policymakers for the successful issuance of the CDC guideline for the safer prescribing of opioids and the passage of three comprehensive federal laws.

- 2- Treatment Quality Measurement: Shatterproof is leading an initiative to apply public quality measurement system best practices – measuring the evidence-based elements of care delivery shown to improve patient outcomes, and then making that information available to consumers, providers, and market influencers – to addiction treatment. It is currently piloting this quality measurement system in six states with plans to roll-out nationally, which will significantly improve the quality of care for 20 million Americans.
- 3- Public Education: Shatterproof created evidenced-based educational programs for employers and families on prevention, treatment and recovery, with the dual aim of reducing the stigma unjustly associated with those addicted and their families. Shatterproof also created the largest event series for addiction in history, its Rise Against Addiction 5K Walk, which brings tens of thousands of families together to support each other and reduce the stigma of addiction.

Shatterproof is proud of its entrepreneurial leadership team which brings a strong for-profit, ROI, get-it-done approach and success rate to the organization. Coming from a diverse set of professional backgrounds, Shatterproof’s professional and lay leadership share a deep passion and commitment to ending the devastation caused by the disease of addiction.

For more information, please visit [Accomplishments](#).

SHATTERPROOF MOVEMENT TO END ADDICTION STIGMA

For the 20 million American adults who battle a substance use disorder (SUD), the impact can be crippling. Rates of SUD continue to rise, fueled in part by the opioid crisis: 2.1 million Americans meet the criteria for opioid use disorder (OUD), and there are several million more who may be undetected and at risk. With a death from opioid addiction occurring every 11 minutes, the human toll of the opioid crisis is undeniable.

Based on extensive interviews, literature reviews, and case studies, Shatterproof believes that effectively addressing stigma is a critical component of combatting this crisis – and every individual and institution in the U.S. has an important role to play.

Earlier this year Shatterproof formed a partnership with McKinsey & Company and the Public Good Projects to develop a national strategy to address stigma surrounding addiction and more broadly, mental health, focusing initially on opioid addiction. This plan was completed October 1st.

To move from strategy to action, Shatterproof is establishing the **Shatterproof Movement to End Addiction Stigma**, a comprehensive, evidence-based response framework designed to end discrimination toward those with addiction or other mental illness and to shift public, provider and policymaker perceptions and attitudes toward the disease. This new Movement will engage institutions and influencers across the country and will set the standard for measuring impact

across a range of activities, from workplace policies to media and entertainment outreach to patient and family empowerment.

At this critical time of addiction crisis in the United States, Shatterproof calls for a leader who can assume the role of **Executive Director** to build and lead the **Shatterproof Movement to End Addiction Stigma**.

OPPORTUNITIES AND CHALLENGES FACING THE EXECUTIVE DIRECTOR

Reporting to and working in close partnership with Shatterproof's CEO, the ED will be the leader and architect of the Shatterproof Movement to End Addiction Stigma. S/he will leverage existing senior team expertise and financial resources to recruit and lead a complementary team for the Movement that embraces the urgency of the work. Specifically, s/he will provide:

Vision & Leadership

Working collaboratively with the CEO, the new ED will develop and articulate a shared vision for the Shatterproof Movement to End Addiction Stigma that reflects the urgency of the issue and the ambitious goals of the organization. The ED will establish the Movement as a national leader in the fight to end stigma and curb the insidious effects of stigma and addiction.

Organizational Management

The ED will develop and manage a talent strategy and operational growth plan for the Movement that ensures the recruitment and retention of a team of approximately 25 diverse, high-performing professionals who represent the values and vision of the organization. The ED will leverage and coordinate expert, administrative, finance supports from the Shatterproof leadership team to maximize impact and growth and build a lean and efficient campaign.

Community Representation, Partnership Development, and Fundraising

As the external face and spokesperson for the Movement, the ED will engage with public and private-sector partners to adopt the Movement's evidenced-based, recommended actions. S/he will leverage the reach and influence of state and local governments, the business community, the health sector, and media and entertainment partners and will monitor and track results. The ED will seek opportunities for partnerships and funding across private, public, philanthropic sectors and will build their support to further the Movement's commitment to ending stigma.

QUALIFICATIONS OF THE IDEAL CANDIDATE

While no one candidate will possess all the qualifications listed below, we expect that the selected candidate will embody many of the following professional and person abilities, attributes, and experiences:

- Seasoned leader with relevant experience in the building and management of complex campaigns to shift public behavior and perceptions in service to a social cause and preferably with a deep personal commitment to Shatterproof's mission
- Entrepreneurial skill and savvy to operate in a fast-paced, growing venture that realizes audacious goals
- Minimum of 15 plus years of progressive experience in organizational leadership
- Demonstrated ability to convene coalitions or multiple stakeholder groups, including health insurers, employers, local and federal government, the media, and advocates, and inspire senior level decision makers across sectors
- Excellent communication (written and verbal) and interpersonal skills
- Ability to balance multiple complex work streams and prioritize competing demands
- Experience identifying talent and building and leading high-performing teams
- Demonstrated ability to engage donors both individual and within the philanthropic community and successfully land significant gifts
- Vision and gravitas to lead one of the most impactful social movements in United States history

TO APPLY

More information about Shatterproof may be found at: <https://www.shatterproof.org/>

Due to the pace of this search, candidates are strongly encouraged to apply as soon as possible. Applications including a cover letter describing your interest and qualifications, your resume (in Word format), and where you learned of the position should be sent to: Shatterproof-ED@nonprofitprofessionals.com. In order to expedite the internal sorting and reviewing process, please type your name (Last, First) as the only contents in the subject line of your e-mail.

Shatterproof values diverse perspectives and is committed to building an inclusive workplace. They are proud to be an equal opportunity workplace and do not discriminate on the basis of sex, race, color, age, sexual orientation, gender identity, pregnancy, religion, national origin, citizenship, marital status, veteran status, disability status, or prior arrest history. People from underrepresented groups are strongly encouraged to apply.