



## Rebuilding Identity and Rewarding Lives

### Executive Director Search California (Bay Area) preferred

#### Employer Overview

Stroke Onward is an early stage nonprofit founded in 2019 by Debra Meyerson and Steve Zuckerman (husband and wife). Debra, formerly a tenured professor at Stanford University (organizational behavior, gender, diversity) survived a severe stroke in 2010 and still suffers from aphasia (communication challenges.) Steve is a nonprofit executive (economic justice), formerly in private equity, and Debra's "carepartner" these past 10 years. They founded Stroke Onward **to provide stroke survivors, families, and caregivers with more resources to help them navigate the emotional journey to rebuild their identities and rewarding lives.** They are doing so through three primary strategies: building awareness; developing and sharing resources; and working to change the caregiving system.

The launch of Stroke Onward followed the successful release of *Identity Theft: Rediscovering Ourselves after Stroke* (Andrews McMeel Publishing, 2019) co-authored by Debra and her oldest son Danny. The founders live in Menlo Park, CA and to date Stroke Onward has operated remotely, with no office location.

#### Position Overview

Stroke Onward is seeking an exceptional, entrepreneurial leader to help lead the organization and drive impact for years to come. The successful candidate must demonstrate a passion for the mission of Stroke Onward and have at least 10+ years of relevant experience, including demonstrated leadership success. Prior experience as a founder, ED or CEO is a plus. Collaboration is a critical value of Stroke Onward – both internally and with allies in the stroke community; a preference for such an approach is critical. Also important are an entrepreneurial approach to leadership, and strong knowledge/skills in many, if not all, of the following: strategic planning, fiscal and operations management, marketing/communications (including social media), fundraising, and staff and partner management. Personal connection to stroke, stroke recovery, or a similar life changing journey is a strong plus, as is past experience in related fields, including medicine, trauma, and emotional recovery.

#### Responsibilities and Requirements

This is an entrepreneurial venture in its early stage. Thus, articulating job responsibilities is difficult. The successful ED will report to the co-founders and work with them, the current team of 2 (1.25 FTE), and future staff, to define priorities, deliver impact, create organizational sustainability, and ensure completion of essential activities for organizational success.

Responsibilities will include, but not be limited to:

- **Leadership & Management:** including helping to develop the direction for the organization
- **Fundraising:** including developing a model for sustainable fundraising (at launch a year ago we secured commitments for two years expected budget through a Founder's Circle.)
- **Strategic Planning:** with increasing structure over time, drive small team to clarity of priorities and direction.
- **Marketing and Communications:** developing clarity and driving execution to insure optimal support of key programmatic priorities.
- **Organizational Management:** lead development of organizational strategy, including 501c3 or fiscal project, staffing strategy and management, and financial oversight.
- **Program Development and Execution:** Central to delivering the mission. Current staff particularly strong in this area.

Desired experience/competencies include:

- **Relevant past success:** in leading comparable organizations/projects, working in related fields like healthcare/nonprofits, and building from a new base. Prior ED/CEO roles a plus.
- **Commitment to Stroke Onward mission:** relevant personal experience and industry knowledge/involvement a strong plus.
- **Entrepreneurial approach:** bias toward action, seizing opportunity and driving maximal impact, while effectively recognizing organizational capacity
- **Mature Confidence and Seasoned Judgment:** inspires confidence, deflects credit, recognizes strengths and weaknesses, and effectively solicits input.
- **Building Organizational Relationships:** Collaboration is core to our approach. Co-founders want ED to increasingly assume “out front” role for fundraising and otherwise.
- **Fundraising:** strategy development, relationship building, and execution
- **Strong Communicator:** both in person and through communication channels like website, blogs, email, and social media.
- **Empowering Others:** both inside and outside the organization
- **Inspiring Trust:** through candor, fairness, respect for others, integrity and otherwise

### To Apply

Interested candidates should send a **cover letter and resume** to [EDsearch@strokeonward.org](mailto:EDsearch@strokeonward.org). Requests for confidentiality will be honored. This position will be filled when the right candidate is found, so we encourage your application as soon as possible. Stroke Onward is committed to equal opportunity employment and encourages candidates with diverse backgrounds to apply. A full background check will be performed prior to the start of employment.