

Asphalt Pavement Alliance

Executive Director Job Opportunity

Table of Contents

Introduction

About APA and Partners

Position Specification

Resumes should be submitted to Melanie Richardson (contact information below) on or before January 3, 2025. Resumes will be reviewed as they are received.

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Introduction

The Asphalt Pavement Alliance (APA), founded more than 20 years ago, is a partnership between the National Asphalt Pavement Association (NAPA), the Asphalt Institute (AI), and the State Asphalt Pavement Associations, Inc. (SAPAs). The APA has enjoyed successes that have resulted in asphalt pavements' continued dominance in the pavement marketplace at well more than 90% of the market share nationwide. Successful programs include the Perpetual Pavement Awards, education resources such as webinars and publications used by pavement stakeholders, market outreach such as trade shows and numerous speaking engagements, events like the Pavement Innovation Workshop, and ongoing collaboration among the partners to serve as a trusted resource and to respond effectively to competitive threats.

The APA seeks to bring together the collective minds and expertise of those in the pavement industry with a focus on advancing asphalt pavements for quality, sustainability, and long life. This includes two overarching objectives:

1. Identify and capitalize on market opportunities for asphalt pavements including bringing research, development, and technology to market (i.e., deployment) faster.
2. Continue to be a trusted resource to pavement stakeholders and decision makers. The founding members of the APA possess a wealth of expertise, knowledge, and resources that are beneficial, especially considering the turnover in knowledge among government agencies and engineering design and construction firms.

Currently, a partnership agreement is in place that governs the APA. The incoming Executive Director will be tasked with reviewing, updating, monitoring, and complying with the partnership agreement. Please see more in the section: *About the Asphalt Pavement Alliance*.

Achieving the goals and objectives of the APA requires strong leadership; the ability to collaborate and prioritize opportunities, threats, and initiatives; continuing to grow current initiatives such as perpetual pavements and targeted education for pavement owners, decision makers, and engineers; and the ability to quickly mobilize resources to respond effectively to threats, known and unknown.

All partners overwhelmingly agree that the APA is a great benefit to the asphalt pavement industry. The Executive Director will activate a new, simplified governance structure, developed over the past year to empower the APA to optimize engagement, focus available resources, and lead the industry to continued success. Coupled with its revised mission statement to champion, support, and promote quality asphalt pavements, the APA has three core pillars: Marketing & Innovation to promote the use of asphalt through data-driven research, innovation, fair-market principles, and industry best practices; Collaboration that provides a unified voice to governing stakeholders through consistent communication, resourceful information, organizational excellence, and fostering lasting relationships; and Education that strategically provides programs that are credible for specifiers, agencies, and owners.

About the Asphalt Pavement Alliance

The APA is a long-term partnership between the National Asphalt Pavement Association (NAPA), the Asphalt Institute (AI), and the State Asphalt Pavement Associations, Inc. (SAPAs), referred to as the “partners.” The partners represent the asphalt pavement and binder industries in the United States and believe there are mutual benefits achieved by working together in the areas of asphalt pavement promotion and pavement type selection to ensure asphalt is the pavement of choice, safeguard the industry’s longevity, and foster market growth.

PARTNER COMMITMENTS TO THE ALLIANCE:

- I. The partners support the APA objectives by:
 - a. Exploring synergies together, particularly in promoting asphalt pavements and influencing pavement type selection decisions.
 - b. Undertaking agreed upon, joint projects that consider deployment of new technologies and products and other joint research projects.
 - c. Encouraging and utilizing partners’ technical expertise in asphalt pavements to serve as a trusted resource to the APA and pavement stakeholders for knowledgeable and accurate asphalt pavement decisions.
 - d. Utilizing partners’ expertise for promoting asphalt pavements and the APA brand to authoritatively speak with a unified voice on the benefits of asphalt pavements.
 - e. Strengthening the asphalt industry’s relationships and influence among decision makers, policy makers, and customers.

- II. Each partner acknowledges that the success of the Alliance will require a cooperative working relationship based upon open communication, feedback, teamwork, and trust between the partners at all levels.

- III. The partners confirm their intention to continue the APA in accordance with the principles set forth in the partnership agreement with a view to achieving the goals and targets developed in collaboration with all partners and coordinated by NAPA as the lead of the APA.

The APA is led and administered by NAPA and advised by an Industry Promotion Committee, led by a Chair designated by NAPA, with representation from the partners. The partners’ roles and responsibilities include commitments to communication, collaboration, and coordination as outlined in the partnership agreement and, further, in annual work plans.

The APA is staffed by an Executive Director, a Technical Director, and an APA Deployment Manager, shared with NAPA.

About the APA Partners

National Asphalt Pavement Association

The [National Asphalt Pavement Association](#) exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations.

NAPA's mission is to advance the asphalt pavement industry through [leadership, stewardship, and member engagement](#). NAPA's vision is sustainable infrastructure that paves the way for thriving communities and commerce.

NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, parking lots, airports, and recreational facilities. The association provides numerous technical, educational, and advocacy opportunities for its members and stakeholders. Founded in 1955, the association counts more than 1,100 companies as members.

NAPA is governed by a Board of Directors made up of Producer members in leadership positions along with a representative of the Associate members. Further, the NAPA Board is advised by an Advisory Council representing four regions across the United States, each comprised of State Advisors (Producer members), SAPA Executive Directors (ex-officio), and at-large Producer and Associate members.

Asphalt Institute

The [Asphalt Institute](#) is the international trade association of petroleum asphalt producers, manufacturers, and affiliated businesses.

Founded in 1919, the Institute's members represent 90% of the liquid asphalt produced in North America and an increasing percentage in international markets. The Asphalt Institute provides five essential areas of strategic focus to support its members:

- Member Connectivity
- Asphalt Promotion
- Environmental Oversight
- Technical Leadership
- Educational Expertise

Through various committees and partnerships, the Asphalt Institute serves its members as a center of excellence for health, safety, and environmental matters. The Asphalt Institute promotes petroleum asphalt as a safe and environmentally friendly construction material for highways, streets, and roofing systems through a program of scientific research and technological developments.

The Asphalt Institute's network of regional engineers throughout the United States and Canada provides technical support to member companies, users, and specifying agencies through on-site job visits, consulting, training, presentations, and information gathering. With special arrangements, field engineers are available to international members as well.

The Laboratory of the Asphalt Institute is a leading facility in asphalt industry research, testing, and analysis. The lab is recognized for leadership in solutions to technical issues that impact the asphalt industry, and it serves as a focal point for the application of new technology based on the highest standards of performance.

Asphalt Institute publications and seminars educate users and specifiers on proper practices for the design, construction, maintenance, and rehabilitation of all types of asphalt pavements. [Asphalt Magazine](#) reaches more than 18,000 industry professionals with information on the latest materials and techniques for the asphalt industry.

State Asphalt Pavement Associations

The State Asphalt Pavement Associations, Inc. (SAPA) is a [professional membership organization of State Asphalt Associations](#) that support the advancement, education, and promotion of asphalt pavements.

SAPA's goal is to promote cooperation among the various state associations by continued communication and education, from how best to run the state associations to new technology and the continued improvement of materials. The future of the asphalt pavement industry, in part, is tied to improving mixes, and a great deal of discussions focus on quality products, specifications, test methods, and the latest technology.

Every SAPA works closely with state and local agencies and frequently addresses asphalt type selection issues since such decisions frequently arise at the local level. Accordingly, asphalt pavement promotion is especially important for SAPAs. Because local relationships and context are critically important for SAPAs, they often must tailor communications and promotional efforts so that they can be as effective as possible in their respective state. The SAPAs are often "on the front lines" of the issues on which the APA is focused, and frequently serve as an early warning system for issues that end up having national implications.

SAPA has grown from a handful of members to the current makeup of forty member associations representing thousands of companies. SAPAs meet four times each year as a group, but continuously communicate to discuss and share best practices from each association that speaks to our focus as association leaders and that of the industry they serve.

Position Specification

Position Title: Executive Director, Asphalt Pavement Alliance

Reports to: President & CEO of the National Asphalt Pavement Association (NAPA)

Summary

The Executive Director of the Asphalt Pavement Alliance (APA) supervises all affairs of the APA and leads the asphalt pavement industry's promotional efforts. Responsibilities include:

- Increasing market share opportunities¹ for asphalt pavements including development, prioritization, and oversight of strategic initiatives and opportunities for promotion/marketing of asphalt pavements and deployment of research, tools, and information for stakeholders² in the pavement industry. Current initiatives include promoting/marketing the benefits of asphalt pavements, Perpetual Pavement Awards, serving as a trusted resource, and supporting the states.
- Fostering relationships and synergies among the APA partners and stakeholders including effective APA branding and communications with federal, state, and local officials, and industry partners. This includes understanding the relationships between federal, state, and local agencies and that communication approaches may need to be tailored to different stakeholders.
- Formulation and adherence of an annual work plan and budget for the APA, approved by the Industry Promotion Committee, and implementing method(s) for tracking success toward goals and financial performance.
- Collaborate with, and provide support for, NAPA and SAPA's investment in short-term, impactful research projects (vis-à-vis the Pavement Economics Committee or PEC).
- Brief the NAPA Advisory Council consisting of four regions across the United States on calls to action that advocate for asphalt pavements, solicit market insight to the NAPA Board and APA partners, and encourage engagement in their state and region.
- Lead and supervise the APA staff including:
 - [APA Technical Director](#)
 - APA Deployment Manager – This position will be vacant at the end of 2024 so the Executive Director will have the opportunity to help hire for this position.
- Collaborating closely with NAPA's staff to promote and advance the benefits of asphalt pavements and the Asphalt Pavement Alliance's objectives.

¹ Markets may include publicly funded projects at the federal, state, and local levels and commercial or private markets such as residential.

² Primary stakeholders include pavement type decision makers, pavement engineers, and consultants; NAPA, AI, and SAPA members; and, for some issues, the public.

Location

NAPA is headquartered in Greenbelt, MD, in the Washington, DC, region. The APA released its physical office in 2023, permitting its staff to work remotely. While it is desirable for the APA Executive Director to work in the DC area, the option to work from another location may be considered with the understanding that the individual will report to the Greenbelt office when required and on a regular interval (i.e., once a quarter or twice a year) as established by the supervisor.

This role requires extensive travel, so proximity to a major air transportation hub is desired.

Qualifications

This position requires an individual who is forward thinking, one who strives to improve existing systems and procedures, and who will develop innovative ideas to benefit the industry and improve the image and position of the APA and the asphalt pavement industry. Candidates for the position must possess expertise, leadership talent, communication and people skills, and an aspiration to foster and nurture a positive work culture.

- Must be motivated, enthusiastic, and able to lead others.
- Outstanding written and oral communication skills, with strong public speaking skills.
- Exceptional people skills required to develop and maintain relationships with partners and various stakeholders.
- Ability to generate original or innovative ideas, display initiative and conceptualize programs that will benefit the industry.
- Demonstrated leadership and management experience including supervising others.
- Financial development and reporting experience is essential to the role.
- Strong organization, time, and project management skills. Experience managing competing priorities and projects within deadlines and on a budget.
- Experience in the asphalt pavement industry or a closely related field is highly desirable.
- A minimum of 10 years' experience and/or education commensurate with these responsibilities is required; experience and/or a degree in marketing, business management, and/or engineering, especially in the asphalt industry, is desired.

Compensation

For applicants based in the DC area, the range for this position is \$180,000–240,000. For others, pay will be adjusted based on locality. The compensation package is commensurate to the individual's credentials and experience and includes salary, 401k plan, and generous benefits including flexible schedule, telework, vacation, family medical, and maternity/parental leave, in addition to health, dental, and vision coverage.

The National Asphalt Pavement Association is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.