



# **Vice President of Field Operations**

C12 Group

Reports to: Chief Operating Officer

Location: San Antonio, TX



**We equip Christian CEOs and owners to build great businesses for a greater purpose.**

## Organizational Background

Leaders limit their potential when they lead from isolation. That's why thousands of faith-driven, results-minded CEOs and executives meet in C12 Business Forums monthly to both encourage and challenge one another. These powerful groups of peers work together to build great businesses for a greater purpose and change the world by advancing the gospel in the marketplace.

Founded in 1992, C12 operates Business Forums around the globe for Christian business owners, CEOs, the Key Players on their staffs. Structured as a franchisor, we support more than 180 full-time Chairs who operate hundreds of Forums representing 3,800+ dues-paying members around the world. Our HQ team provides systems, tools, curriculum, group formats, marketing, training, accountability, and execution support for the Chairs and Members.

C12 members participate in monthly meetings with peers for leadership development, accountability, wise counsel, and best practices to lead Businesses as a Ministry. The content we provide equips them to achieve measurable results in the five core areas of business: organizational development, operations, financial management, revenue generation, and ministry, all anchored around a Christ-honoring cultural paradigm.

Currently operating in 38 US states, over 120 US metropolitan areas as well as markets in SE Asia and Brazil, C12 has a 2025 vision plan to increase membership to over 5,000, Chair community to over 250 while adding 25 new US markets and multiple non-US market launches.

**Mission:** We equip Christian CEOs and owners to build great businesses for a greater purpose.

**Vision:** To change the world by advancing the Gospel in the marketplace.

**Doctrine:** Jesus Christ is Lord, the whole Bible is wholly true, God has an eternal plan for each believer's life, and that plan includes their business.

# Organizational Background (cont.)

## BaaM Framework



Each day, business leaders face challenges, opportunities, and decisions with significant downstream impact. This considerable responsibility may cause them to feel lonely at the top. The weight can be immense, but so is the reward—particularly in pursuit of honoring God by how they run their companies. Eliminating the daylight between our faith and work requires diligence.

C12 helps CEOs and executives calibrate the entirety of their businesses through monthly forums facilitated by professional, full-time Chairs, equipping through proprietary curriculum a cadence of ongoing accountability, wise counsel, faith integration, best practices and qualified peer support. Content, assessments and business stewardship approaches are anchored around its signature 5-Point Alignment Matrix: continually evaluating and aligning growth strategies, financial stewardship, cultural development, and operations.

Our rigorous, interactive curriculum empowers C12 members to dive headfirst into the challenges and opportunities of today's marketplace.

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### Key Facts

- 180 Forum Chairs in 150 cities serving nearly 3,900 members. (market leader in sector)
- Approximately 2,750 of the current members are owners / CEOs of their respective businesses.
- International presence, with chairs in the US, Brazil, Malaysia, Singapore, Taiwan and soon to be South Africa.
- Privately held, for profit entity, growing 10-20% annually.
- \$8m HQ P&L positioned to close \$40m in network sales, with no debt.



## Core Values

**Core Values:** Our mission compels us to do all things in a replicating way where we are fostering disciple-making disciples of Jesus in the marketplace. Our core values shape how we behave and go about fulfilling our mission and the accountability parameters around innovation and execution.

**Results Matter** - God measures results and so should we.

**Gratitude** - We embrace our calling in light of God's grace with thanksgiving.

**Pressing On** - We operate with a zeal for God's best in all things, never settling, coasting, or quitting.

**Camaraderie** - We joyfully serve as a cadre, embracing God's call to unity in Christ.

**Humility** - We desire God's best and are always open to learning and correction.

**Bema Mindset** - We operate as stewards with eternal accountability in everything we do.





## Position Summary, Responsibilities and Expectations

The Vice President of Field Operations (VPFO) is responsible for supporting the C12 mission and vision through leading the growth, training and network performance of Chairs. She/he will report to the COO and lead three direct reports and a team totaling ten employees. The successful candidate will possess a natural, humble confidence, and a zeal to champion the mission with a focus on continuous improvement and leading through influence, as chairs are not employees, but franchisees. The VPFO is responsible for directional leadership, team management and overall execution in areas of mission deployment in the field, network performance with subsequent revenue generation, Chair recruiting and selection, Chair training (new and ongoing), Chair launching and ongoing Chair success and territory stewardship accountability. This role has strategic responsibilities around People Management, Process & Product, Field Leadership, and organizational Performance, specifically to:

- Oversee and continuously improve processes and methodologies that yield market success with new Chair recruitment.
- Develop and execute strategies to train chairs in all aspects of the franchise lifecycle.
- Spearhead successful expansion of C12 into greenfield territories.
- Administer C12 Chair covenant and franchise agreement stewardship, including resolution of disputes, and contract compliance issues with high integrity and consistent with C12 mission framework.
- Lead a team of three direct reports and subsequent indirect reports in a manner consistent with core values, culture code, and aligned to mission and vision of C12.

# Responsibilities and Expectations (cont.)



- Ensure ongoing development of the team through regular goal setting (Development Action Plans, MBOs, etc), performance reviews, coaching to performance, and shepherding them to overall flourishing
- Grow the field operations team, promoting and hiring new talent as needed.
- Steward execution of the C12 business forum products in the marketplace consistent with brand standards, playbooks and best practices across the franchise network.
- Partner with the Vice President of Marketing to serve as the voice of the customer when it comes to developing marketing content and materials.
- Own brand stewardship ensuring brand standards are maintained across the Field.
- Collaborate with the executive team on goal-setting and budgeting; manage department P&L, and provide updates to forecast and budgeting, and be responsible for reporting and responding to performance metrics.

The Vice President of Field Operations will be evaluated based on his/her ability to drive results in the following areas:

## **Chair Development and Satisfaction**

## **Chair Recruitment and Launch**

## **Membership Growth, Retention and Engagement**

## **Overall Network Performance**



# Candidate Skill and Leadership Requirements

In order to be considered for this role, candidates must demonstrate the following:

- Strong, grounded, mature Christian faith that serves as the source and summit of one's guiding leadership ethic; can confidently and passionately witness to the link between faith in Christ and mission in the workplace.
- Experience leading distributed teams and driving growth in a \$15m+ business; explicit franchise leadership (or equivalent distribution/distributed network context) experience strongly preferred.
- 10 years of management/people leadership experience, with a track record of coaching leaders that help scale the business.
- BA required; MBA, advanced degree, or evidence of ongoing training, professional development or education preferred.
- P&L responsibility, with broad business acumen and knowledge in multiple professional disciplines.
- Proven command and knowledge of training and business leadership paradigms and systems; must be a capable thought leader in professional development and sales performance.
- Product knowledge and experience acting as "the voice of the customer" in partnership with marketing and content creation.



# Great Businesses. Greater Purpose.

## Leadership Competencies for Success

To be successful, the Vice President of Field Operations must possess the following qualities:

**Called** - A passion for our mission and a sense that this role and company are a strong fit for the gifts, talents, passions, and experiences with which God has entrusted this person. Must be mission-motivated with a resolve to overcome obstacles, anchored in a sense of purpose in this work.

**Trustworthy Thought Leader** – Brings a wealth of experience and wisdom to bear in forging relationships of trust with Chairs. Listens diligently and thoughtfully tailors communications and feedback.

**Charismatic Diplomat** – Drives progress through zeal and persuasion, rather than fear and coercion. Seeks buy-in to the mission and removes obstacles to assent.

**Organizational Visionary** – Seeks to incrementally adjust strong foundations for the purpose of scaling; recognizes growth will come through team development and establishes competent leadership accordingly.

**Fearless Negotiator** – Possesses the courage of convictions to have difficult and challenging conversations, all while meeting the highest standards of professionalism; dignifies others with rigorous honesty. Can be “all things to all” as the situation requires, remaining approachable to Chairs and C12 leadership.

**Metric Driven Builder** – Can make a clear connection between organizational mission and desired outcomes, and tracks the relevant metrics that guide informed decisions.

**Committed Competitor** – Prioritizes outcomes over output, and holds the team to a high standard by regularly reminding them of what winning looks like. Energizes a team to hit goals and never loses sight of what they've set out to accomplish.





## Compensation

Competitive salary and bonus package, C12 Key Player membership, generous paid time off, 401k retirement plan with 4% match, travel reimbursement, healthcare, long term incentives and short term disability benefits, and life insurance. Relocation assistance will be considered for qualified candidates.

## Contact Information

If you are qualified and interested in being considered as a candidate for this great opportunity, please feel free to reach out to:

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