



Center for Volunteer & Nonprofit Leadership
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Chief Executive Officer

Center for Volunteer & Nonprofit Leadership (CVNL) seeks a visionary, inspiring Chief Executive Officer to steward its 60-year legacy while advancing its mission with clarity, innovation, and lasting impact for the nonprofit communities of Marin, Napa, Solano, and Sonoma Counties.



Organization Overview

Vision & Mission

Since 1964, Center for Volunteer & Nonprofit Leadership (CVNL) has been a trusted partner to nonprofits and volunteers, advancing community well-being across Marin, Napa, Solano, and Sonoma Counties, and beyond. CVNL's mission is to strengthen nonprofits and volunteerism by empowering leaders, building capacity, and mobilizing individuals in service.

CVNL believes that passion alone isn't enough. Nonprofits and volunteers need tools, training, and support to lead effectively and create lasting change.

Core Values

CVNL's work is guided by three fundamental pillars that define how they show up for the community:

- 1. Care:** They lead with compassion and respect the dignity of others. They believe in the potential of all people and nonprofits to develop and thrive.
- 2. Connect:** They prioritize relationships and cultivate deep partnerships. They believe we are stronger together and that their best work requires diverse perspectives and inclusive spaces.

- 3. Contribute:** They are resourceful, responsive, and solutions-focused. They are generous with their talents and committed to delivering excellence with integrity.

What CVNL Does

CVNL empowers individuals and organizations to strengthen their communities through a range of impactful programs and services. From leadership development and board training to nonprofit consulting and volunteer recruitment, CVNL provides the tools and support necessary for nonprofits to thrive. CVNL also delivers direct community services, including operating Sonoma County's ADA-compliant Paratransit program, and serving as a designated emergency partner during natural disasters to coordinate and mobilize emergency services, support, donations, and volunteers.

Their resources include:

- Volunteer Services
- Learning & Leadership
- Consulting & Executive Search
- Recognition & Community Engagement
- Community Programs & Direct Services



Position Overview

The Chief Executive Officer provides visionary leadership and effective management for the premier regional hub serving the North Bay's social sector nonprofits in Marin, Napa, Solano, and Sonoma Counties. The CEO will position CVNL as a cutting-edge leader in capacity building, promoting innovation and empowering communities to create lasting impact by providing resources, training, and opportunities that enhance their skills and effectiveness in driving positive social change.

The incoming CEO will steward CVNL's 60-year legacy while modernizing service delivery to meet evolving community needs. Internally, the CEO will guide strategic direction, operational excellence, and fiscal stability while cultivating a high-performing staff to carry out that vision. Working closely with the Board of Directors, the CEO will scale this complex \$6M organization by deepening partnerships, streamlining programs and operations, diversifying revenue streams, and strengthening earned-income models. Externally, the CEO will serve as CVNL's ambassador, building influential relationships with community leaders, foundations, and government partners to ensure the organization's long-term impact and sustainability.



Strategic Vision & Leadership

- Forge and execute a bold strategy, building upon its success and pivoting the organization toward future-ready growth.
- Make deliberate decisions on service lines to prioritize, streamline, or sunset, and communicate and implement them with transparency.
- Integrate CVNL's four-county footprint into a meaningful regional narrative that unifies internal operations and elevates external positioning.
- Serve as a thought partner to the Board of Directors, fostering a relationship built on transparency, collaboration, and mutual accountability.

Philanthropy & Revenue Development

- Balance and grow a comprehensive, diversified revenue portfolio that includes fee-for-service, government contracts, and philanthropic gifts.
- Apply an entrepreneurial lens to nonprofit challenges to identify new revenue opportunities for CVNL's leadership services.
- Strategically leverage CVNL's current cash reserves and develop a sustainable long-term financial strategy.
- Support fundraising efforts by cultivating strong relationships with key grantmakers and other potential funders, including foundations, corporate partners, and donors.



Institutional & Operational Excellence

- Streamline CVNL's organizational structure by aligning role clarity and programmatic strategy.
- Foster a collaborative, mission-focused internal culture that prioritizes professional growth and inclusivity, and attracts and retains top talent.
- Empower senior staff to lead their respective departments with autonomy and accountability in support of a coordinated organizational strategy.
- Unify staff across counties and programs as a cohesive team with strong internal coordination and a shared sense of identity.
- Complete a technology integration initiative and guide the organization's transition to a unified platform.



External Relations & Regional Influence

- Establish a strong presence across Marin, Napa, Sonoma, and Solano Counties, building relationships with prominent community members, funders, and civic leaders in each region.
- Champion CVNL's value proposition, engaging the nonprofit community as a clear, credible, and compelling market-facing leader.
- Act as a high-level connector between nonprofit, business, and civic sectors to address regional systemic challenges.
- Serve as CVNL's lead representative in county-level emergency management coordination with government agencies and community organizations to ensure seamless disaster response, volunteer mobilization, and resource deployment.



Desired Experience and Competencies

The ideal candidate is a servant leader whose confidence inspires trust, whose humility invites collaboration, and whose genuine investment in relationships builds lasting community. A strategic visionary, they bring clarity to complexity and approach organizational transitions with curiosity, innovation, and an opportunity-oriented mindset.

Desired Experience and Competencies

Strategic Vision & Leadership

- Proven executive leadership and success managing a team, direct reports, and an organization of comparable complexity and scale
- A track record of designing and implementing multi-year strategies that yield measurable results in programmatic impact, organizational excellence, and fiscal sustainability
- Collaborative partnership with a board to establish high-level vision leading to measurable operational outcomes

Institutional & Operational Excellence

- Leadership experience guiding and navigating organizational evolution and change management, bringing along internal and external constituents with empathy and clarity
- Demonstrated experience fostering high-performing teams and building high-trust environments
- Familiarity with HR functions, including recruitment and retention, performance reviews, and professional development
- Familiarity with technology integration to ensure back-office excellence matches front-facing services

Philanthropy & Revenue Development

- Strong financial acumen with experience in nonprofit financial management, budgeting, and fiscal oversight
- Experience optimizing diverse organizational revenue streams, including fee-for-service, government contracts, grants, and donations, with a proven ability to identify and capitalize on innovative funding opportunities
- Demonstrated ability to articulate a persuasive case for support to diverse funder audiences and community partners

External Relations & Regional Influence

- An authentic and compelling communicator with experience serving as primary spokesperson to partners, government, business leaders, and diverse community constituents
- Established ability to cultivate and nurture influential partnerships with private foundations and community leaders
- Experience activating networks at scale, transforming community and volunteer relationships into a powerful base of advocates and ambassadors
- Demonstrated composure and sound judgment under pressure, bringing an organized, resourceful approach to managing complex needs and competing priorities during times of community crisis such as natural disaster response

Desired Attributes

- A strategic and visionary leader who acts as the architect of organizational direction
- A servant leader who operates with high confidence while genuinely empowering others to excel
- A natural collaborator and connector who brings communities together without losing sight of the big picture
- An entrepreneurial mindset that sees both the business and the mission of nonprofit leadership and knows how to hold both in harmony
- Experienced and comfortable navigating ambiguity, making adaptive decisions, and building trust through earned confidence over time



Compensation

This is a full-time, exempt, benefit-eligible position. The anticipated annual salary range for this position is \$200,000–\$230,000, commensurate with experience.

Benefits include:

- Health insurance with a base plan 100% covered by the employer
- Dental and vision insurance
- Life insurance and long-term disability
- Paid time off, including 13 holidays and starting with 12 days of vacation, increasing with length of service
- 11 sick days per year and other leaves of absence as needed
- 403(b) retirement plans with 3.5% employer contribution after 12 months
- Regular opportunities to participate in professional development workshops and classes offered at CVNL

Location

CVNL's primary offices are located in Santa Rosa and San Rafael, with additional offices in Napa and Fairfield. The CEO position requires significant in-person leadership presence across CVNL's offices and service region to foster culture, collaboration, and community relationships.

Additional Requirements

- Availability for evening and weekend events
- Frequent regional travel for programs and partner cultivation
- Some statewide or national travel is expected for meetings and conferences

To Apply

Please visit potrerogroup.com/cvnl and select "Apply Here." Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.

Interested candidates should apply by **March 29, 2026**, for priority consideration.

Start Date

June or July 2026





Additional Information

More information on the Center for Volunteer & Nonprofit Leadership can be found at cvnl.org.

For additional information regarding this opportunity, please contact:

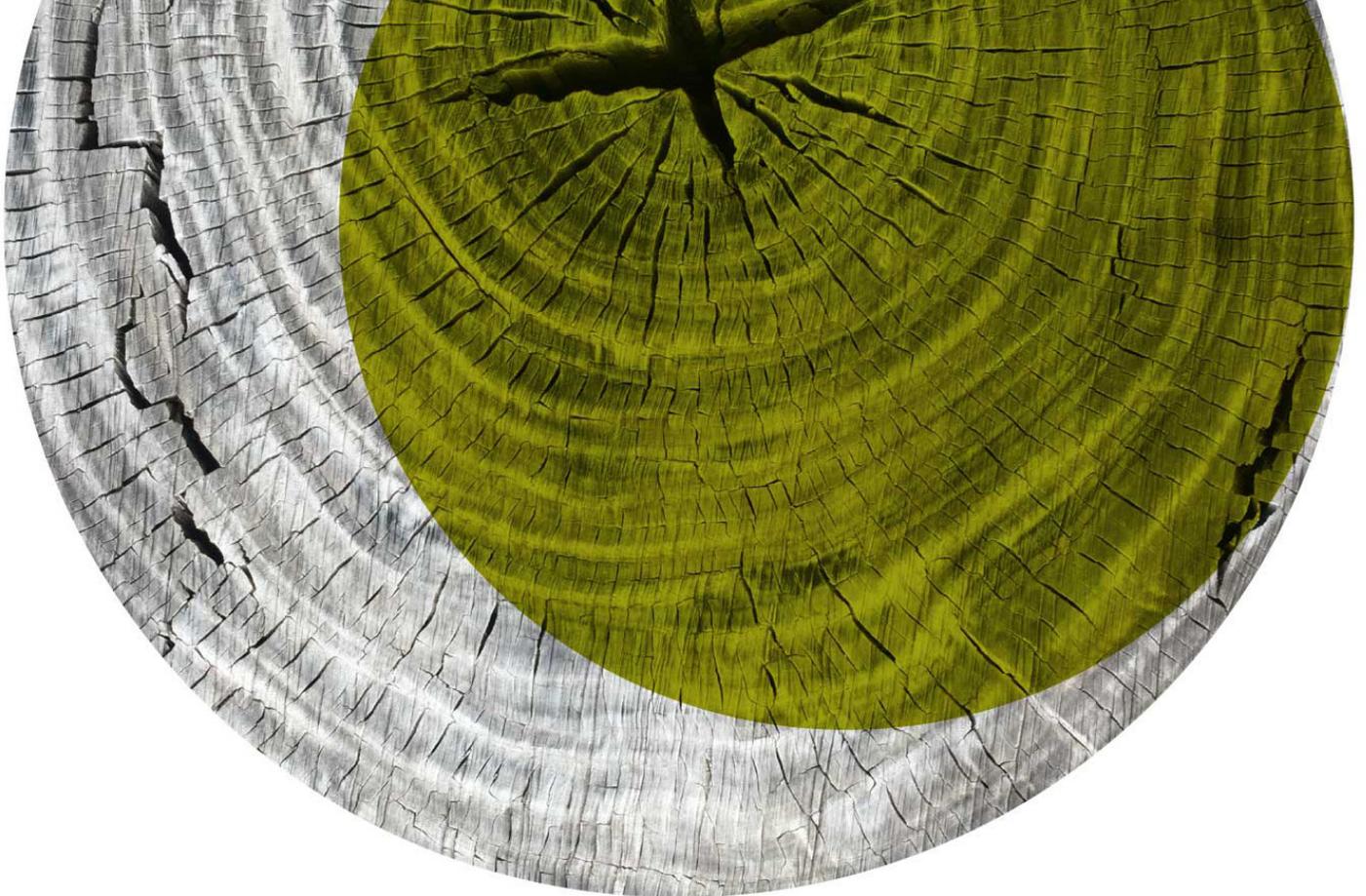
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Center for Volunteer & Nonprofit Leadership is an Equal Opportunity Employer

CVNL is an equal opportunity employer and makes employment decisions on the basis of qualifications. All employment decisions are made without regard to pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state, or local law, ordinance, or regulation.



Potrero Group is honored to coordinate this search on behalf of Center for Volunteer & Nonprofit Leadership. We support innovative leaders and organizations making a difference in the world with strategic planning, facilitation, organizational development, and board and executive search services. We are committed to equitable and inclusive practices in all of our work.

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