



Chief Executive Officer

Green Building Initiative, Inc.
(GBI)

Position Specification
2026

The Organization



Position

Chief Executive Officer



Location:

Remote (U.S.-based); GBI is a fully virtual organization. Significant domestic and international travel is required.



Reporting Relationship:

Chair of the Board of Directors



Website:

<https://thegbi.org/>

The Green Building Initiative, Inc. (GBI) is a 501(c)(3) nonprofit association whose mission is to improve the built environment's impact on climate and society. GBI's vision is sustainable, healthy, and resilient buildings for all. Founded in 2004 to bring green building best practices to mainstream practitioners, GBI has evolved into an organization with the vision to become a leading global certification body known for excellence in education, innovation, service, and sustainability impact.

GBI delivers education, standards, assessments, and certifications developed by an inclusive and collaborative global network. GBI makes aspirational goals achievable through user-friendly tools built upon comprehensive standards and supported by outstanding staff and expert assessors. As a nonprofit community, GBI's team are educators and coaches first, supporting performance improvement of all buildings.

GBI is passionate about third-party certification for its benefits, including lowering risk for owners and ensuring that both buildings and the teams who build and operate them are better able to achieve desired performance outcomes. GBI's initiatives promote the use of its **Green Globes®** building certification for commercial, multi-family, and institutional buildings, as well as its **Guiding Principles Compliance®** third-party assessment program for U.S. federal DOD and non-DOD buildings. A newer offering, GBI's **Journey to Net Zero** program, guides portfolios through a continuous improvement approach toward the goal of net zero energy and/or carbon.

GBI develops its flagship rating systems - Green Globes for New Construction and Green Globes for Existing Buildings - through the ANSI consensus process and has held Accredited Standards Developer (ASD) status with the American National Standards Institute since 2005.

GBI closed 2025 with total revenue of \$11 million; the organization's five-year average revenue is approximately \$8 million. GBI is considered a hybrid-revenue organization with a dual focus on professional credentialing and industry services and is incorporated in the state of Oregon. GBI has a fully remote team of approximately 30 full-time staff based across the United States, supported by a Board of Directors of 15 voting members, including a seven-person Executive Committee.

GBI's programs are recognized in the U.S. and Canada at the federal, state/provincial, and local levels, and the organization is pursuing an incremental global growth plan, having certified and assessed properties in several countries outside North America, including close to one million square feet in the United Arab Emirates and additional projects in Mexico and Brazil. GBI also serves as the chief staff executive function for its subsidiary, GB Initiative Canada, over which the GBI, Inc. Board of Directors holds full governance authority. In 2026, GBI announced the global launch of **Ascent Building Certification™**, a science-based whole building certification designed to evaluate sustainability, health, and resilience practices for all types of commercial real estate across regions and portfolios. Ascent will be used for new and existing projects in the EU, the UK, and elsewhere outside Canada and the United States to improve the built environment's impact on climate and society.

GBI governs through a model of collaborative leadership – a partnership between Board members and the CEO. GBI's CEO works closely with the Board Chair, Chair-Elect, and Executive Committee, with open communication among the Board of Directors and other volunteer leaders; the Board's strategic framework sets the direction and drives GBI's work, while Board members lend their industry expertise, networks, and strategic counsel. Other key stakeholders in the GBI community include Green Globes Assessors, who contract with GBI to provide third-party assessment services; GBI Members, who are supporters and financial contributors to its mission; and Green Globes Fellows, a growing group of consultants and practitioners who leverage GBI certification programs in support of mutual clients.

The Opportunity

The Chief Executive Officer (CEO) leads Green Building Initiative (GBI) at a pivotal moment of opportunity and growth. As demand increases for practical, scalable solutions that advance sustainability, resilience, and building performance, the CEO will have the opportunity to expand GBI's influence, accelerate adoption of its market-leading programs and certifications, and help shape the future of sustainable building practices across North America and globally.

Reporting to and partnering closely with the Board of Directors, the CEO serves as GBI's chief strategist, ambassador, and enterprise leader. The CEO will drive organizational growth and long-term sustainability, strengthen GBI's position as a trusted industry voice, cultivate high-impact partnerships, and inspire a high-performing team dedicated to advancing healthier, more sustainable communities worldwide.

Key Responsibilities

- **Strategic Planning:** Partner with the Board to define and execute GBI's long-term strategic vision, anticipating emerging market and policy trends while aligning organizational priorities, talent, and resources to maximize mission impact and organizational performance.

- **Financial Management & Revenue Generation:** Drive GBI's long-term sustainability through strong financial leadership, revenue diversification, strategic investment, and disciplined governance, ensuring the organization remains well-positioned to capitalize on growth opportunities and evolving market needs.
- **External Affairs, Advocacy & Industry Leadership:** Elevate GBI's impact and influence by expanding adoption of its programs and certifications, cultivating strategic partnerships, advancing policy priorities, and strengthening the organization's visibility, credibility, and thought leadership across the sustainability and built environment sectors.
- **Talent, Culture & Organizational Effectiveness:** Lead and develop a high-performing distributed workforce, fostering a collaborative, inclusive, and mission-driven culture that promotes innovation, accountability, leadership development, and organizational excellence.
- **International Growth & Market Expansion:** Lead GBI's global growth strategy by expanding the adoption of its programs and certifications in international markets, cultivating strategic partnerships, and identifying new opportunities to advance the organization's mission, influence, and revenue worldwide.

Year One Critical Success Factors

- Establish trusted and effective partnerships with the Board of Directors and Executive Team, fostering strong governance, strategic alignment, and organizational momentum around GBI's priorities.
- Develop a deep understanding of GBI's business model, programs, and market opportunities, translating the strategic framework into a focused operating plan that accelerates mission impact, program adoption, and sustainable revenue growth.
- Identify and advance opportunities for growth by expanding program adoption, strengthening strategic partnerships, and enhancing revenue diversification to support GBI's long-term sustainability and market leadership.
- Elevate GBI's organizational and external impact by strengthening its policy and stakeholder presence, expanding strategic relationships, and fostering a highly engaged, collaborative culture across a distributed workforce.

Experience and Professional Qualifications

- A minimum of 15 years of professional experience, including at least 10 years in senior leadership roles with responsibility for organizational strategy, financial performance, operations, and talent leadership within organizations of comparable scale and complexity.
- Demonstrated success leading organizational growth, transformation, and strategic execution, including experience developing new programs, services, partnerships, or revenue streams that enhance mission impact and long-term sustainability.
- Demonstrated experience leading international growth initiatives, global partnerships, or multi-market expansion strategies, with the ability to navigate diverse cultural, regulatory, and business environments while advancing organizational impact, influence, and revenue.
- Strong business, financial, and governance acumen, with experience partnering effectively with Boards, navigating complex stakeholder environments, and exercising sound judgment in support of organizational priorities.

- Exceptional relationship-building and communication skills, with the ability to serve as a compelling ambassador, influence diverse audiences, build consensus, and cultivate productive partnerships across industry, government, nonprofit, and academic sectors.
- A proven people leader with experience building, developing, and retaining high-performing teams while fostering an inclusive, accountable, and mission-driven culture across a distributed organization.
- High emotional intelligence, integrity, and cultural agility, with the ability to lead through change, navigate complexity, and engage effectively with diverse stakeholders and global constituencies.
- A genuine passion for advancing sustainability, high-performance buildings, and environmental stewardship.

Physical Demands & Work Environment

- This position is fully remote; GBI is a 100% virtual organization, and staff, including the CEO, must reside in the United States.
- Extensive domestic travel and some international travel is required, estimated at 40-60% of the CEO's time, including participation in the Board's one in-person meeting each year (typically in the Washington, DC metro area), advocacy work, and industry events and conferences.

Education

Bachelor's degree required; MBA or master's degree in a related field preferred.

Compensation

The anticipated base salary for this role is \$400,000 and may vary based on factors such as skill, experience, and qualifications for the role. Total compensation for this role consists of base salary and an incentive bonus of up to 20% based on performance.

Korn Ferry Executive Search Team:

Becky Graham

Principal – Nonprofit & Association Sector

E. Becky.Graham@KornFerry.com

Lorraine Lavet

Senior Client Partner - Nonprofit & Association Sector

E. Lorraine.Lavet@KornFerry.com

Lauren Kocur

Senior Associate

E. Lauren.Kocur@KornFerry.com

About Korn Ferry

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