

2025

CALL FOR APPLICATIONS



FOR THE SMPS BOARD OF DIRECTORS

The SMPS nominations and elections committee is seeking qualified candidates to fill three positions on the Society's board of directors:

- 2026-27 President-Elect
- 2026—28 Secretary-Treasurer
- 2026-28 At-Large Director (1)

In addition, the committee is seeking candidates to serve as trustees of the SMPS Foundation (see page 3 for information about the SMPS Foundation board of trustees).

APPLICATION DEADLINE: Tuesday, July 15, 2025

ELIGIBILITY REQUIREMENTS

To qualify for a position on the Society board of directors, all candidates must meet the following requirements:

- Be a visionary and strategic thinker
- Be a Regular or Distinguished Life member (*Bylaws: 4.1.3*)
- Have been a member of SMPS for five or more years (*Bylaws: 4.1.3*)
- Hold either the designation of Certified Professional Services Marketer (CPSM) and/or recognition as an SMPS Fellow (FSMPS) (*Bylaws: 4.1.3*)
 - ✓ Status must be kept current during the entire tenure on the Board
- Have the endorsement of your local chapter
- Have the endorsement of your firm
- Be committed to the Society's mission and vision
- Be committed to the Society's Diversity, Equity, and Inclusion initiatives
- Be willing to devote an estimated 10-15 hours per month to SMPS
- Be a team player and contribute personal and professional qualities that complement those of other board members
- Become knowledgeable about current goals and issues of importance to the Society and be committed to advancing the interests of the Society and its members
- Be willing to place the purposes and interests of SMPS above your own professional and personal interests when making decisions as a board member
- Have positive leadership attributes, emotional intelligence, and ability to work collaboratively and engage in appropriate debate and discussion when needed
- **See additional qualifications specific to each position described on the following pages**

Past Society presidents, retired members, and student members are not eligible for election to the Society board of directors. Most of the expenses (e.g., travel, housing, meals) for in-person meetings are reimbursed by the Society.

Applications may be made by individuals (self-nominations are the most common method) or by petition. Petitions require signature by a minimum of 300 members with no more than 50 members from any one chapter.

DESCRIPTION OF POSITIONS

President-Elect: Will serve three one-year terms: January 1, 2026 to December 31, 2028. Chosen for vision and leadership qualities, the president-elect automatically advances next year to the position of president, then remains on the board for a third year as immediate past-president. In the absence or incapacity of the president, the president-elect presides at the meetings of the Society and the board of directors. The president-elect serves as chair of the nominations and elections committee.

SMPS BYLAWS: Section 4.1.4

A qualified candidate for president-elect must have completed a full term as a chapter president or have served either as a Society board member or as a Society committee or task force chairperson. The individual shall not have previously served or be serving as president or president-elect of the Society (except by interim appointment to fill a vacancy).

Secretary-Treasurer: Will serve a two-year term from January 1, 2026 to December 31, 2028 and is eligible for re-election to a second two-year term. The Secretary-Treasurer ensures that the minutes of meetings of the membership and the board of directors are recorded and maintained; participates in the development of the annual budget; oversees the production of financial reports and an annual audit; and serves as chair of the Finance Committee.

SMPS BYLAWS: Section 4.1.5

A qualified candidate must have completed a term as chapter officer or must have served either as a Society board member or Society committee or task force chairperson.

At-Large Director: Serves for a two-year term from January 1, 2026 to December 31, 2028 and is eligible for re-election to a second two-year term. This director represents the interests of all members generally.

SMPS BYLAWS: Section 4.1.6

A qualified candidate for at-large director must have completed a full term as a chapter officer, or Society committee or task force chairperson.

IN GENERAL

Directors may be asked to serve as board liaisons for committees, the Foundation board of trustees, and other special initiatives.

THE SELECTION AND ELECTION PROCESS

Individual applications will be evaluated by the nominations & elections committee. During the evaluation process, individuals may be asked to conduct a phone or video interview. The committee will then select a slate consisting of one qualified nominee for each open position. It is solely the committee's responsibility to select those candidates it believes represent the best qualifications and balance for the board from among the qualified nominations received.

Petitioned nominations, if any, will automatically appear on a ballot with the slated candidate(s) if the petitioned candidate meets all the requirements of the board position being sought.

A ballot with the slate of candidates determined by the nominations & elections committee plus the names of qualified candidates submitted by petition will be submitted to the membership by **July 15 15**. However, if no candidates are submitted by petition, the Secretary-Treasurer will declare the nominating committee's slate of candidates elected and a membership ballot will not be issued.

FOR THE SMPS FOUNDATION TRUSTEES

Members are invited to apply to be candidates for the SMPS Foundation board of trustees. There are two seats open for selection in 2026. Each trustee is appointed for a two-year term, and trustees are eligible for re-appointment for up to a total of three two-year terms. Candidates for the Foundation board are evaluated and recommended by the SMPS nominations & elections committee but are appointed to the Foundation's board by the SMPS board of directors.

ELIGIBILITY REQUIREMENTS

To be eligible for appointment as a trustee, an individual must be an SMPS member in good standing and strongly connected to the field of marketing and/or professional services. Trustees must have the ability to strengthen the Foundation fiscally and programmatically, must promote external relations, and be committed to support raising sufficient funds to cover the Foundation budget, which will vary year to year according to projects. Trustees must be prepared to make a personal annual contribution to the Foundation and to fund their own attendance at meetings (e.g., travel, housing, most meals).

FUNCTION OF FOUNDATION TRUSTEES

The property, affairs, and business of the SMPS Foundation are governed by its board of trustees. The mission of the Foundation is to promote research and education that advances the body of knowledge in the field of professional services marketing in order to develop a greater understanding of the role and value of marketing in the industries we serve.

The purpose of the Foundation is to promote research to understand the role of marketing in shaping competitive organizations and influencing the direction of public and private business sectors, and to educate students, public opinion leaders and industry decision-makers about the knowledge, skills, tasks, processes, and impact of marketing professionals.

Trustees are charged with developing and investigating research topics, raising funds, hiring third-party researchers, and promoting the research.

FOR MORE INFORMATION

If you have questions about the nomination and election process or about service on the SMPS board of directors or the SMPS Foundation board of trustees, contact Marci Thompson at SMPS headquarters marci@smps.org.