

GoodCitizen

B Lab Global Head of Certification & Product Delivery

About B Lab Global

B Lab Global envisions an inclusive, equitable, and regenerative economic system for all people and the planet. To date, there are over 5,000 Certified B Corps in 150 industries and 70 countries, and over 150,000 companies use the B Impact Assessment.

In 2006, B Lab Global began with the idea that a different kind of economy was not only possible, but necessary — and that business could lead the way towards a new, stakeholder-driven model. B Lab is building the global B Corp movement to change the economic system by creating standards, policies, tools, and programs that shift the behavior, culture, and structural underpinnings of capitalism.

B Lab became known for certifying B Corporations, which are companies that meet high standards of social and environmental performance, accountability, and transparency. They mobilize the B Corp community towards collective action to address society's most critical challenges. By harnessing the power of business, B Lab positively impacts companies around the world, helping them balance profit with purpose. Shifting from a system that profits few to one that benefits all.

The Opportunity

B Lab Global is leading a growing global movement of people using business as a force for good. This is an incredible opportunity for a strategic implementor to step in as Head of Certification and Product Delivery to play a critical role in driving that impact forward. The Head of Certification and Product Delivery will oversee B Lab's programs and products, including B Lab's certification function. The Head of Certification and Product Delivery will play a critical role in driving impact and revenue-generating programs and products across the B Lab Global network of partners by evolving, growing, and scaling existing and new programs and products.

Key Responsibilities

The Head of Certification and Product Delivery reports to the Lead Executive (CEO) and is a member of the Executive Team. They will work closely with the Heads of Finance, Standards, Strategic Growth, Technology, and Strategy to drive the strategic vision for building a credible, responsible, and scalable suite of programs and products.

The Head of Certification and Product Delivery has oversight of B Lab Global's programs and product development teams. Head will have four direct reports and lead three teams: Certification & Verification (70+ employees with 4 direct reports), Program, and Product (15+ employees collectively with 2 direct reports). They will manage overall budgets, staffing, and program and product development execution for all three teams.

The Program team is responsible for actualizing and driving adoption of B Lab's Standards around the world. They build and maintain strong relationships with the organization's global partners who are independent "sister nonprofits" in the B Lab Global Network that lead the B Corp movement across the globe and are B Lab's "clients" for services and products. The Product team, with support of the technology team, builds the tools that allow companies and partners to access B Lab programs and standards around the world. Both of these teams have grown significantly in the past 2+ years, developing new centralized products such as the [SDG Action Manager](#) and the current redesign of an [Analytics offering](#). The Program and Product teams engage extensively with network stakeholders who maintain interdependent governance while using B Lab designed and developed programs and products to move the larger mission forward.

Team Leadership:

The Head of Certification and Product Delivery will manage the C&V team, which is the largest program at B Lab. This group has oversight of the system developed to assess the risk and quality of applications that are being submitted for B Corporation certifications. The team is also supported by an external Interdependent Assurance Provider (IAP), [Genashtim](#), who has Independent Verification Analysts on every continent. These analysts, both internal and external, work directly with companies globally to support them in verifying their performance using B Lab's proprietary application, the [B Impact Assessment](#) (BIA) and completing the process for B Corporation Certification. The volume of work for the C&V team has increased 4x over the past two years and rapid expansion and growth is expected into the foreseeable future. There is a need to build a more robust infrastructure to match that growth including adding additional IAPs with the intent that all verification will ultimately be provided by IAPs in the future.

As a member of the senior leadership team, the Head of Certification and Product Delivery will collaborate with the Lead Executive and other members of the leadership team on major organizational decisions including growth trajectory. They will collaborate with the Head of Finance and Lead Executive to design and support a financially sustainable Certification Business model as well as determine the budget and structure required to build capacity for a set of core central programs and products for the B Lab Global Network that will support the next generation of a global business model.

Innovate Programs and Products for Global Expansion:

The Head of Certification and Product Delivery will be charged with designing replicable programs that will establish B Lab Global as a Center of Excellence for impact focused organizations and companies by serving as an accelerator and hub for innovation.

They will collaborate with the Executive Lead and Head of Finance to design and support financially sustainable income generating opportunities by improving and building current programs and products, including B Lab's flagship certification program, while designing new programs and products. They will identify programs and products that are useful, scalable, and replicable across all Global Partners by building new capabilities to coordinate, standardize, and support innovation across B Lab Global's partner network.

They will work to build more collaboration and cohesion across teams and breakdown silos to increase operational efficiency to support growth and ensure the integrity of quality standards is maintained across B Lab Global's programs, products, and platforms. They will work in collaboration with the Technology team to develop software applications to support the development, implementation, and scale of new programs and products.

Evolve and Scale Certification & Verification Functionality:

The Head of Certification and Product Delivery will evolve, plan, and scale the certification and verification process for companies applying to become a Certified B Corporation. They will manage the process of certification and its evolution as the organization scales, balancing credibility and rigor with efficiency. They will have oversight and responsibility of verification of B Lab standards and drive continued global expansion of the verification system. They will:

- Collaborate with Standards team to ensure that verification systems and standards align with credible best practices and B Lab's Theory of Change including risk management, audit/quality control, and other appropriate measures. They will lead the charge to implement the transition to a new set of standards in 2024.
- Build and grow partnerships with external organizations providing independent verification services; explore the delivery of revenue-generating training opportunities; and scale a learning management system that can train independent verification analysts across the globe. They will be responsible for adding additional Independent Assurance Providers and determining the best way forward to have IAPs manage all verification in the future.
- Work with C&V team and Product team to evolve and improve the automation of the certification process in order to scale the program by decreasing bottlenecks and increasing efficiency; creating process efficiencies through automation and outsourcing while upholding the integrity of the Certification and the consistent application of the standards.

Usher in Organization Wide Digital Transformation:

In collaboration with the Technology Team, the Head of Certification and Product Delivery will usher in and lead an organization wide digital transformation that will centralize and further automate programs to create engaging customer journeys across B Lab's platforms. They will help shift internal culture to align all departments to transform B Lab Global into a technology-driven organization by determining ways to bring AI and machine learning to streamline processes, reduce repetitive manual work, and shifting internal culture to align all departments.

The Head will work with the Product team and B Lab's Technology team to implement technology that streamlines operations and evolve B Lab's tech platforms through automation and machine learning to improve the customer journey. They will lead the build and delivery of a core set of centralized products and platforms to improve program delivery across the Global Network. The Head will determine resourcing and lead a culture shift to align all departments in order to monitor advancements in technology and discover ways for B Lab to improve their customer experience.

Ideal Candidate

The ideal candidate has 20+ years leading purpose-driven businesses or nonprofits including strategy development and implementation, people management, project management, and communications across departments and global geographies.

They have experience building certification systems or knowledge of verification and/or audit processes, preferably for a sustainability certification, reporting system, or process. They are a digitally fluent global leader with experience working on technology platform development, automation, artificial intelligence, and/or machine learning.

B Lab is looking for a leader who has managed dynamic cross functional global teams, multi-million-dollar programs, and are an expert relationship and partnership builder. They are a strategic implementor with a demonstrated data-driven mindset.

They have developed service products from inception to market and have participated in market feedback and feasibility scenario assessments.

As a systems-thinker and strategic implementer, they thrive in complex organizations and excel at scaling entrepreneurial endeavors to the next level of maturity across multiple global contexts. They are comfortable managing the change that comes with growth, leading through competing needs, interests, opportunities, and priorities.

There is a preference for the Head of Certification and Product Delivery to be based in São Paulo, Brazil; London, England; or Amsterdam, Netherlands

Compensation and Location

B Lab Global uses a geographic pay differential to determine pay. They have a preference that new team members begin within a commutable distance to one of our six hubs across the globe. The anticipated salary in each location is:

1. Philadelphia, PA, USA - \$225,000 USD
2. New York, NY, USA - \$205,000 USD
3. São Paulo, Brazil - R\$430,000 BRL
4. London, England - £125,000 GBP
5. Amsterdam, Netherlands - €135,000 EUR

B Lab also has the ability to employ individuals in other parts of the US in the following states or providences, Rhode Island, Florida, Oregon, Washington DC, Virginia. Salary bands for additional locations can be provided upon request. B Lab can provide a \$5,000 relocation expense for US based applicants to move to one of their hub locations. All candidates are expected to, independently, be able to work in either Brazil, the Netherlands, the United Kingdom or the United States without the need of sponsorship of B Lab, now or in the future.

EEO Statement

B Lab Global is an equal opportunity employer and proudly values diversity. They encourage candidates of all backgrounds to apply.

In early 2020, B Lab Global released its commitment to becoming an anti-racist organization and believe it is important to highlight this with all interested applicants. B Lab is a learning organization - and has embarked on a journey consisting of the education of anti-Black racism and other forms of global oppression, and centering justice in their work.

Please review: [B Lab Takes a Stand: A Commitment to Justice and Anti-Racism — and an Invitation for Businesses to Take Action With Us](#)

To Be Considered

Please submit your resume and cover letter expressing your interest in the position and fit for the role via the “Become a Candidate button” on the position profile. Letters may be addressed to Jailan Adly.

Applicants applying by November 7th will be given priority consideration, with the position open until filled.

GoodCitizen has been exclusively retained by B Lab Global to lead this search. For questions, please contact:

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