



POSITION PROFILE
**CHIEF
EXECUTIVE
OFFICER**

Position Profile

Chief Executive Officer



Location: Hybrid / Oregon and Washington

OUR MISSION

Craft3 is a nonprofit community development organization that uses capital, relationships, and voice to build a thriving, just and empowered Pacific Northwest. It invests in people, businesses, and communities, and works towards a future of shared prosperity across our region.

ABOUT CRAFT3

With more than \$225 million in total assets, 84 staff members, and offices across Oregon and Washington, Craft3 combines rigorous financial stewardship with a bold community development mission, making high-impact loans to businesses, homeowners, and nonprofits – especially those unable to access traditional financing.

For more than 30 years, Craft3 has provided financial services to the Pacific Northwest. It has invested nearly \$893 million since its founding in 1994, representing more than 2,000 commercial loans and nearly 10,000 consumer loans to homeowners.



“You really can change the world if you care enough.”

- Marian Wright Edelman

Our Strategy

While our primary tool for creating change is capital, Craft3 is more than a lender. The organization builds relationships, connects unlikely partners, and tells the stories of the people and communities it serves. Craft3 is recognized nationally for its innovative financial products and its ability to execute customized, high-touch lending solutions at scale. We focus on three key challenges facing the Pacific Northwest. Meeting these challenges will require systems change.

01. RURAL AND TRIBAL ECONOMIES

Our region is not providing Tribal and rural communities with sufficient opportunities for economic growth and self-determination. We all suffer because of this.

Forests, fisheries, and other natural resources have made many fortunes in the Pacific Northwest. As unsustainable natural resource extraction has slowed, rural economies have had a hard landing and generally not experienced the prosperity and opportunities our cities have enjoyed. Craft3 works to change this.

02. SYSTEMIC RACISM

Our region is held back by racial inequities, many of which are legacies of a long history of racism and racist practices. These inequities hurt us all and prevent our region from reaching its full potential.

In the Pacific Northwest, race shapes economic opportunities and outcomes, as well as the circumstances people are born into. Black, brown and Indigenous people have, on average, less wealth, less educational attainment, lower life expectancies, and lower rates of home ownership. Craft3 works to change this.

03. CLIMATE CRISIS

Our region is threatened by a climate crisis that disproportionately impacts minorities and decreases quality of life and economic growth. This crisis is already causing droughts, heat waves, floods, and forest fires across the Pacific Northwest.

Not only does climate change disproportionately harm our most vulnerable populations – Native, minority and low-income communities – but also these populations are unlikely to have the resources to adapt to a changing climate or to benefit from the economic opportunities of climate adaptation. Craft3 works to change this.



The Opportunity

The Chief Executive Officer (CEO) reports to the Board of Directors and leads a Leadership Committee of senior leaders in the organization. This is a highly collaborative role requiring a clear communicator and experienced organization builder. The CEO fosters cross-functional alignment and strategic execution while activating and empowering a strong, values-aligned team.

Craft3's CEO understands the power and responsibility of capital and leads with transparency and authenticity, building trust where needed. This person will be as comfortable with Tribal and rural partners as with customers, funders, policymakers, and banking peers.

Craft3 has the financial resources, leadership strength, and community trust to deepen and scale its impact. The incoming CEO will guide the organization into its next chapter of growth and relevance, stewarding its mission while ensuring financial discipline and operational excellence.

TOP GOALS IN THE FIRST YEAR

- Build a strategy in which lending and service areas are optimized for mission, balancing ambition with operational capacity. Establish board and staff alignment around key strategic priorities that build on Craft3's core strengths.
- Build a culture of trust and cohesion: ensure leaders and staff are heard, valued, and connected, and reinforce values of conscientiousness, effectiveness and engagement.
- Strengthen external relationships with our communities, customers, funders, policymakers, Tribal leaders, rural partners, and peer institutions.

KEY RESPONSIBILITIES

- Provide transformational leadership that aligns with Craft3's mission of addressing systemic racism, climate crisis, and rural and Tribal economic challenges.
- Establish and communicate a clear organizational focus, ensuring all staff and Board members are unified under a shared vision and strategic direction.
- Lead the development of new capitalization strategies to sustain and grow Craft3's impact.
- Maintain Craft3's financial health by managing risks and leveraging diverse funding sources, including foundations and community investments.
- Drive equitable lending initiatives, including tailored solutions for communities of color, small businesses, and underserved populations.
- Innovate new lending products and services, balancing financial sustainability with community impact.
- Act as a public advocate for Craft3, amplifying the voices of underserved communities and the organization's impact.
- Build relationships with traditional financial institutions, government entities, and other Community Development Financial Institutions to create collaborative opportunities.
- Work with policymakers and advocates to advance public policies aligned with mission.
- Develop partnerships to secure large-scale funding and drive organizational growth.
- Cultivate a positive, safe and inclusive organizational culture that supports staff growth, engagement, and retention.
- Build a trusting and collaborative environment between staff and leadership in partnership with the existing leadership team.

QUALIFICATIONS

The ideal candidate will bring a rare blend of values-driven leadership, financial and organizational acumen, and the interpersonal skills to inspire, unite, and mobilize.

- Passion for Craft3's mission, with the ability to serve as a compelling advocate for the organization and its stakeholders.
- Senior executive experience in a complex, mission-driven environment.
- Proven ability to lead through ambiguity and bring clarity to complexity.
- Track record of building high-trust, high-performing teams.
- Strong communication skills and a commitment to equity and learning.
- Demonstrated ability to balance financial sustainability with mission-driven objectives.
- Background in working with diverse stakeholders, including underserved communities, customers, policymakers, and financial institutions.
- Expertise in developing and executing strategic plans with measurable outcomes.
- Strong governance skills, with experience in collaborating with Boards of Directors.
- Adept at risk assessment and creating sustainable solutions.
- Flexibility and adaptability to address changing organizational and community needs.

PREFERRED EXPERIENCE

- Experience leading a Community Development Financial Institution or similar mission-driven organization.
- Strong understanding of community-based lending, including innovative approaches to risk management and equitable credit initiatives.
- Experience with government, philanthropic, and private partnerships.
- Business model evolution or capital structure innovation.

LEADERSHIP CHARACTERISTICS

- Inspirational and transformational leader capable of uniting staff and Board members under a shared vision.
- Collaborative and transparent communicator with a proven ability to build trust and foster a positive organizational culture.
- Exceptional people leadership, including the ability to develop and motivate high-performing teams.
- Cultural competence and sensitivity to racial, gender, and social issues within the workplace and the communities served.



Location and Work Environment

This is a hybrid role for an Oregon or Washington resident, with regional travel. Relocation support available. Physical offices are in Astoria, Portland, and Seattle, with staff located throughout the region. Flexibility for remote and in-person work.

To Apply

Craft3 is partnering with [Herd Freed Hartz](#) for this search. Inquiries, nominations, and applications should be directed to:

Scott Rabinowitz, Partner
scott@herdfreedhartz.com

Karen Bertiger, Partner
karen@herdfreedhartz.com

The position is open until filled.

EQUAL OPPORTUNITY STATEMENT

Craft3 is an equal opportunity employer. Diverse staff and perspectives advance our mission and help our organization thrive and grow. We encourage candidates who identify as one or more of the following to apply: Black, Indigenous, and People of Color (BIPOC); women; LGBTQAI+; veterans; immigrants; working class; rural; and people with disabilities. We are committed to being an inclusive and anti-racist organization and recognize that this takes continued work.

REASONABLE ACCOMMODATIONS

Reasonable accommodation may be provided to enable individuals with disabilities to perform essential functions.



craft3

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