

POSITION PROFILE

On behalf of our client,
Comunidades Latinas Unidas En Servicio (CLUES),
CohenTaylor Executive Search Services
is conducting a retained executive search for its

President and CEO



COMUNIDADES LATINAS
UNIDAS EN SERVICIO

Est. 1981

Strengthening Communities Since 1981

Fortaleciendo Comunidades Desde 1981



Comunidades Latinas Unidas En Servicio (CLUES) serves as a trusted Minnesota family-centered and Latino-rooted nonprofit organization that leads health, social, and economic impact for Latinos and immigrants. Through strategic fundraising, community partnerships, and donor engagement, CLUES is dedicated to improving the quality of life for Latino children, youth, adults, and elders.

2026 is going to mark a pivotal year for the organization as it celebrates its 45th anniversary. CLUES has achieved transformative growth in the past decade under the leadership of its President and CEO, [Ruby Azurdia-Lee](#). After 13 years of service, Ruby is retiring to make space for a new leader to help take CLUES to new heights. She leaves the organization in a strong financial position, with an engaged Board of Directors, senior leadership team, and staff who are ready to carry out the organization's mission.

Currently, Minnesota is home to more than 360,000 Hispanic or Latino residents – a community that makes up about 7% of the population. While two-thirds are of Mexican heritage, the community also includes Puerto Rican, Ecuadorian, Salvadorian, Guatemalan, Cuban, and Colombian. In the Twin Cities, 14.1% of Latinos live below the poverty level compared to 7.3% of White (non-Latino) individuals and 11.8% of all Minnesotans.

Over the past decade, CLUES has achieved significant milestones:

- Raised \$20.5M in capital investments, which doubled their St. Paul headquarters, established a Family Wellness & Childcare Hub in St. Paul, and raised funds for their future Minneapolis site
- Expanded services statewide, bringing more resources to reach Latino and immigrant families in the West Metro, Austin, and Willmar
- Launched innovative wellness and family-centered services, English-language and technology access, youth programs, cultural arts programming, and Latino artist support
- Invested over \$10M into workforce development, equipping Latino adults and youth with the skills and opportunities for higher-wage jobs and career mobility
- Supported thousands during the COVID-19 pandemic with emergency-ready programs that addressed homelessness and expanded equitable access to healthy food, housing, and income security
- Achieved certification as a Community Behavioral Health Clinic, ensuring culturally specific, diverse care statewide
- Launched an innovative Childcare Business Incubator Hub, designed to advance childcare services and entrepreneurship for Latinas on the East Side of Saint Paul

Looking ahead, CLUES is building momentum for the future. This includes a growing commitment to shifting inequitable systems and building community leadership to advance their work into the next decade, when Latinos in Minnesota are expected to surpass the 550,000+ population threshold.

MISSION

CLUES advances social and economic equity and wellbeing for Latinos by building upon our strengths and cultures, uplifting our community, and enabling leadership for systemic change.

VISION

An Empowered Latino Community

Latino communities that are growing in strength and unity, with diverse and amplified voices, equal representation, and the resources needed to lead healthy and thriving lives.

CULTURAL VALUES

We celebrate culture and identity.

Our work embraces the diversity of Latino and intersecting identities.

We center communities and families.

Our work is intergenerational and fosters a sense of belonging, care, and humanity.

We are committed to social justice.

Our work is collaborative and contributes to building equitable systems and empowered individuals and communities.

We are a cultural home.

Our work creates safe spaces infused with Latino arts and culture guided by empathy and healing, as we know that “La Cultura Cura” (culture heals you).

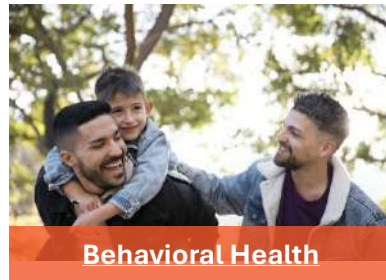
History

What began on St. Paul’s West Side as a small provider of culturally and linguistically relevant social services has evolved into becoming a nonprofit leader advancing social and economic equity and wellbeing for Latinos in Minnesota. Today, CLUES offers programs and services through a holistic, culturally rooted approach that addresses the complex and interconnected barriers faced by the Latino community. Current services include bilingual and culturally relevant behavioral and chemical health clinics, workforce development, employment counseling, financial coaching, early childhood initiatives, youth and family support, food access through Canasta Familiar, Latino elder programming, and arts and cultural initiatives. CLUES also operates a Latino art gallery and hosts major cultural events that celebrate and uplift Latino identity. To increase access, CLUES has expanded beyond its St. Paul headquarters with offices on Lake Street in Minneapolis, as well as in Austin and Willmar in Greater Minnesota, along with a behavioral health clinic in South Minneapolis.

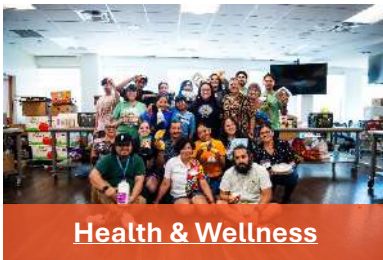
Programs & Services



Classes



Behavioral Health



Health & Wellness



Survivor Support



Children & Parenting



Economic Prosperity



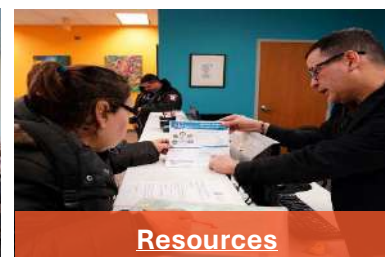
Arts & Culture



Youth Programs



Elder Programs



Resources

FAST FACTS

- Founded in **1981**
- **Largest Latino-founded and largest Latino-led nonprofit** organization in Minnesota
- **\$15M**
- Staff of over **140**
- **12** Board of Directors Members
- **700+** volunteers performed **14K hours of service** to the community
- Abriendo Caminos Clinic achieved certification as a **Certified Behavioral Health Clinic (CCBHC)** in May 2024
- CLUES wholistic programs support **45K+** individuals annually
- **15K+** people were united through CLUES cultural engagement, arts programs, and event celebrations
- **5K+** Latinos and CLUES supporters connect each year at their four large-scale signature events to advance the Latino community, culture, and leadership
- **93%** of participants surveyed graded CLUES programming and exhibits an A+. All surveyed respondents said CLUES programs are impactful, accessible, and engaging.
- **Main Offices:**
 - St. Paul, MN
 - Minneapolis, MN
- **Satellite Offices:**
 - Austin, MN
 - Willmar, MN

FOR MORE INFORMATION

- Visit their [website](#).
- Review their [Impact Report 2024](#) and [Strategic Framework 2024 – 2026](#).
- Learn more about [Latinos in Minnesota](#).

The President and CEO's Opportunity

CLUES seeks a visionary and respected leader to serve as its next President and CEO. The President and CEO will guide a trusted, community-rooted organization that delivers critical health, education, employment, cultural, and family support services. This is a rare opportunity to shape the future of an influential organization with deep local roots and statewide impact, while lifting equity, belonging, and opportunity for thousands of individuals and families. The next leader will bring strategic leadership, cultural fluency, and a commitment to amplifying Latino voices and advancing systems change in Minnesota and beyond.

The President and CEO will be at the helm of the organization with a legacy of impact and growth, charged with providing leadership, fostering meaningful partnerships, and driving initiatives that expand reach, influence, and financial sustainability. The President and CEO will engage donors and advocate for system change policy and special initiatives to drive meaningful community impact.

Key Responsibilities

Managing the Mission of CLUES

- Provide overall strategic direction for the organization, including long and short-range plans to accomplish CLUES' mission, in accordance with the Board of Directors' endorsed strategic direction.
- Provide effective leadership of relevant core services in serving the Latino community.
- Keep informed of developments and trends in the organization's operation and be alert to changing community needs.
- Provide review, evaluation, and modification of programs to meet community needs.
- Develop and implement initiatives to further organizational development and promote organizational culture.

WORKING RELATIONSHIPS

The President and CEO will report to the Board of Directors and lead a talented team of over 140 staff with the following direct reports:

- Executive Assistant
- Senior Director of Community Behavioral Health Clinics
- Senior Director of Development
- Senior Director of Human Resources
- Senior Director of Marketing & Communications
- Vice President of Finance & Administration
- Vice President of Programs
- Vice President of Family Services



Fund and Resource Development

- Serve as the lead fundraiser and resource developer. Partner with the Development Team, Board of Directors, and Fund Development & Communications Committee to increase CLUES' financial resources in creative and innovative entrepreneurial ways.
- Develop and implement a yearly fund development plan with the Development Team and Fund Development Board Committee for new donor contributions and the establishment of new funds.
- Engage the Board of Directors in donor identification, cultivation, solicitation, and stewardship.
- Build and maintain strong stewardship practices with donors and prospective donors.

Communications and Community Leadership

- Serve as the lead spokesperson of CLUES within the community.
- Maintain an awareness of community needs and interests as they relate to CLUES' mission and goals.
- Establish and maintain processes for the advocacy of public policy.
- Cultivate working relationships across all sectors of the community.
- Identify creative and collaborative opportunities that benefit community needs.

Team Leadership

- With the HR leader, support the hiring, engagement, and retention of staff across the organization.
- Develop, coach and mentor a diverse and multi-generational team.
- Drive staff engagement and create a culture of feedback, accountability, and continuous improvement.
- Champion the organization's culture and values.

Board Relations

- Develop and maintain strong relationships with the Board of Directors.
- Oversee strategic planning for the organization with the Board of Directors.
- Plan and manage quarterly meetings.

Fiscal Management

- Develop the annual budget with the Board Treasurer and Director of Finance for recommendation to the Board of Directors.
- Ensure that appropriate financial information is maintained, and timely financial reports are made to the Board of Directors, staff, donors, fund advisors, and the community.

Operational Excellence

- Be familiar with, understand, and abide by and maintain compliance with the U.S. National Standards for nonprofit organizations.
- Develop and administer the operational functions of CLUES in accordance with its purpose and within the policies adopted by the Board of Directors, with a continued focus on systems efficiency and effectiveness.
- Develop and ensure accuracy of audits and reports as needed for internal management and external accountability of CLUES and the Board of Directors.
- Negotiate on behalf of the Board of Directors the details of all transactions in accordance with organization mission, philosophy, long-range plan, and Board policies.



The Ideal Candidate

The ideal candidate will be an experienced executive who brings both strategic vision and operational excellence, along with cultural fluency and a demonstrated commitment to advancing equity. They will be a relationship-builder and advocate, able to navigate complex partnerships with community members, funders, and policymakers. With authenticity, business acumen, and a passion for strengthening Latino voices, the next President and CEO will inspire staff, engage stakeholders, and position CLUES as a leader in systems change across Minnesota and beyond.

While no one candidate will possess all of the criteria below, the ideal candidate demonstrates many of the following professional and personal abilities, attributes, and experiences.

- **Passionate about the mission**, vision, and values of CLUES. Someone who is engaged and connected to the communities that CLUES serves. Able to continue and expand upon the legacy of the CLUES community voice.
- **A proven leader**, adept in coaching and developing teams; demonstrated success in developing healthy organizational cultures.
- **A strategic leader** who can balance pragmatism with innovation, iterating on the current strategic framework while ensuring successful execution.
- **A financially savvy and operationally astute** leader with the ability to set clear priorities, guide investment in people, programs, and systems, and ensure the long-term sustainability of CLUES. Able to analyze and manage risks.
- **Proven fundraising or revenue development experience** with an ability to create a resource development strategy around identifying and cultivating diversified sources of revenue.
- **Highly relational. Equipped to act as an external spokesperson**, maintaining and building external partnerships. Engaged in advocacy and policy matters at the State and Federal levels, as needed.
- An **excellent communicator** who is clear, transparent, inspirational, empathetic, and authentic.
- **Knowledge or experience working for a nonprofit or serving on a nonprofit board of directors.** Knowledge or experience in developing, attracting, and retaining board members is preferred.

Other Essential Skills and Experience

- Possessing cultural competency and familiarity with the rich traditions of the Latino community is essential to the position.
- Familiarity with the Twin Cities community is preferred. Knowledge of current trends and emerging models in service delivery is strongly preferred.
- Prior experience working with a community-based board of directors preferred.
- Knowledgeable about public funding and government programs. Able to advocate with policy makers for the populations served by CLUES.
- The ability and experience creating and leading the strategic direction of an organization in a way that inspires and motivates key stakeholders.
- The ability and commitment to be an engaging ambassador and advocate for CLUES with key constituents such as faith, community, and government leaders.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree required. An advanced degree in nonprofit management, business administration, public policy, or a related field is preferred.
- Minimum of 12 + years of leadership experience.
- Fluency in the written and verbal English language is required. Strong preference given to individuals who are fluent in Spanish.



Compensation, Benefits, and Location

The expected compensation for this role is \$180,000 – \$250,000. Salary is commensurate with experience. CLUES offers a benefits plan; details on the comprehensive benefits offered will be provided. This role is based in-person out of their headquarters in St. Paul, MN.

CLUES has exclusively retained CohenTaylor
Executive Search Services to help conduct this search.

For more information, or to submit your resume for consideration,
please email: CLUES@cohentaylor.com.

Applications will be accepted and reviewed on a rolling basis.
All inquiries will remain confidential.

