Success Profile

Chief Executive Officer

Russell Reynolds ASSOCIATES

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Photo credit: Power to Decide website

01. Our Client

About Power to Decide

Organizational vision: Power to Decide envisions a world where everyone – no matter who they are or where they live – has control over their body and can decide if, when, and under what circumstances to get pregnant and have a child.

At its core, Power to Decide advances sexual and reproductive well-being including through equitable access to accurate information and quality care. This work is grounded in health equity and reproductive autonomy, informed by lived experience, and designed to meet people where they are—especially those most impacted by systemic barriers to care.

The organization's mission is to advance sexual and reproductive well-being for all by providing evidence-based information anchored in science, expanding access to quality services, and catalyzing culture change.

Founded in 1996 as The National Campaign to Prevent Teen Pregnancy, the organization was launched to lead a coordinated national response to teen pregnancy.

Over time, the organization's focus has expanded from preventing unintended pregnancy to advancing sexual and reproductive well-being for all, a holistic framework that recognizes the importance of equitable access to the information, services, and support that people need to make their own informed decisions related to sexuality and reproduction. In 2017, the organization formally shifted its focus to access to the full spectrum of reproductive health care, including abortion. This well-being framework guides the organization's strategy, partnerships, and integrated approach to ensuring everyone can achieve their reproductive goals.

Today: Power to Decide is headquartered in Washington, D.C., with a distributed staff of 50+, an annual operating budget of approximately $12 million, and a board designated endowment to support its work. The organization benefits from a talented and committed staff, an engaged Board, and strong foundation support.

Power to Decide is increasing information, access, and opportunity. Specifically, they:

- **Meet young people where they are with the accurate, non-judgmental information they need to make informed decisions about and gain access to contraceptive services.**
- **Serve as a trusted source of information and research-based solutions.**
- **Support professionals and mentors to have a positive impact on young people's ability to decide if, when, and under what circumstances to get pregnant and have a child.**
- **Work with policymakers, leaders, and advocates to advance policies that improve equitable access to sexual health information and the full range of contraceptive methods.**
- **Work with the media and key influencers to reflect and affirm that young people deserve the power to decide their future.**
- **Serve as conveners and catalysts, bringing an innovative and entrepreneurial approach to solving problems, creating likely and unlikely partnerships, and offering a place for everyone at the table.**

01. Our Client

Programs, Tools, and Initiatives

AbortionFinder

AbortionFinder is an easy-to-use search tool with clear, up-to-date information about the availability of abortion care across the country and how to access it. Available in both English and Spanish as well as via text message, the site is built on the most extensive database in the country that includes more than 800 abortion providers. With the state of abortion access changing rapidly, AbortionFinder also offers state-by-state guides with up-to-the-minute information about abortion access, including a comprehensive 'Find Funding & Support' section to help users connect with financial, travel, medical, legal, and emotional support services.

Bedsider

Bedsider is an evidence-based digital platform that offers medically-accurate, relevant, and resonant information in English and Spanish on all aspects of sexual and reproductive well-being, including sex, sexual health, and birth control. Since its launch in 2011, Bedsider has supported over 70M users in making autonomous, fully informed choices about their sexual and reproductive health. Bedsider recently updated its Method Explorer to enhance user experience and ensure that information about birth control methods is clear, inclusive, and accessible. The updates include improved navigation, more detailed yet digestible descriptions, and refreshed visuals to help users compare options effectively.

Beyond the Sheets

Beyond the Sheets is a student-led effort at Historically Black Colleges and Universities (HBCUs) that aims to empower student ambassadors to advance a culture of sexual and reproductive health on their campuses, while providing opportunities for student ambassadors to learn about sexual and reproductive health, policy, and advocacy.

Bedsider Providers

Bedsider Providers supports health care providers and makes it easier to discuss birth control and sexual and reproductive health care with patients. This is accomplished through educational materials, digital tools, and original content for all health care providers, including health educators, doctors, midwives, and other community organizations.

Power to Decide's award-winning resources, recognized by the **2021 Webby People's Voice Award** and the **2020 Innovation Station Best Practice Award**, among other accolades, empower young people to make informed decisions about their futures.

With over **15M annual website visits** across Power to Decide and its initiatives, Bedsider and AbortionFinder, and over **400K followers across social media**, the organization's digital tools reach people where they are.

#ThxBirthControl is a movement changing the conversation on birth control. Since its inception in 2013, it has ignited over **218M engagements across social media, video, and web –** amplifying real stories, normalizing conversations about birth control, and reinforcing its role in giving people the power to shape their own futures

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Programs, Tools, and Initiatives

Navigate
Navigate is a centralized digital tool designed for patient navigators across organizations, equipping them with the resources needed to help people access abortion care. Built on the same database as AbortionFinder, Navigate offers advanced search filters for providers, real-time legal and funding updates, and secure messaging capabilities. By simplifying complex processes and providing up-to-date, reliable information, Navigate ensures patient navigators can quickly connect people to the care and support they need.

The Contraceptive Equity Initiative
Power to Decide aims to address birth control access barriers through this initiative by expanding research, bolstering policy efforts regarding contraceptive access, and convening leaders from state and regional contraceptive access projects.

Public Policy
Power to Decide works at both the state and federal level to support proactive policies that protect sexual and reproductive well-being, monitor and analyze legislative developments as they occur, equip policymakers and advocates with resources to drive change, and encourage members of the public to raise their voice with decision makers. Power to Decide also collaborates with partners to identify and address mis- and disinformation about reproductive health, ensuring that accurate, evidence-based information remains accessible to both policymakers and the public. This work won an award in September 2024 for “Excellence in An Advocacy Campaign for Women” from Women In Government Relations.

Shared Learning Collaboratives (SLC)
Power to Decide serves as the convener, facilitator, and catalyst for two sets of shared learning collaboratives. In support of its work to advance reproductive well-being for all, the organization has convened one collaborative of place-based, multisectoral teams committed to building a system of support for sexual and reproductive well-being in their regions or communities. Alongside Power to Decide’s work to advance contraceptive equity, the organization has convened a second collaborative to gather leaders from state and regional contraceptive access projects to foster shared learning, synergy, and efficiency.

Photo credit: Power to Decide website

01. Our Client

Programs, Tools, and Initiatives

Informing and Engaging Online Audiences

Power to Decide combats misinformation and provides trusted, resonant, and accurate information about sex, love, and reproductive well-being. #ThxBirthControl surpassed 65M engagements in 2024, proving the power of innovative campaigns, strategic influencer partnerships, and engaging content that drives conversion when it matters most. FAQs were answered and misconceptions about sexual and reproductive health were dispelled by directing people to trusted resources and driving over 2.6M engagements in 2024 through provider created content. Power to Decide's TikTok videos have over 16M views, and its GIFs and stickers have over 767M all-time views.

Entertainment Media Partnerships

From Grey's Anatomy and Teen Mom to TLC and BET, Power to Decide collaborates with storytellers and media decision-makers across the pop culture landscape to portray sexual health, relationships, and birth control in a relevant, approachable way. Through comedies, dramas, unscripted and digital/social content, the organization's media partners reach audiences where they are with helpful messages and trusted resources like Bedsider and AbortionFinder. Together, these creative collaborations spark conversations and help catalyze a culture of sexual and reproductive well-being for all.

Youth Reproductive Health Access (YouR HeAlth) Survey

Each year Power to Decide conducts a survey to measure young people's knowledge, attitudes, and experiences related to sexual and reproductive health information and health services, with an emphasis on contraception and abortion. The YouR HeAlth Survey is one component of Power to Decide's research and evaluation portfolio that aims to address key gaps in the field, evaluate and inform Power to Decide programs, and monitor progress toward organizational goals.

01. Our Client

The Path Ahead

Power to Decide is now entering a consequential next chapter.

Power to Decide is focused on scaling our digital portfolio, deepening partnerships that serve our priority populations, and embedding our messaging across media, entertainment, and cultural platforms. In parallel, we have launched a process to evolve our place-based work, ensuring alignment with our digital and narrative strategies and policy agenda, and creating a fully integrated approach to advancing sexual and reproductive well-being at scale. This transition arrives at a strategically critical moment and requires thoughtful, well-coordinated support.

Powerful Lever for Future Growth: Blue Meridian Partners

A significant partnership with Blue Meridian Partners, through its Studio model, positions Power to Decide to accelerate its impact, reach, and influence. This partnership is designed not simply to fund programs, but to strengthen organizational readiness, product strategy, and long-term sustainability—unlocking new opportunities to scale what works and extend Power to Decide's national leadership. Blue Meridian represents a powerful lever for the organization's future growth and evolution.

With strong momentum, a deeply experienced team, and this strategic foundation in place, Power to Decide is seeking a Chief Executive Officer to lead the organization, build on its strengths, and shape what comes next.

Photo credit: Power to Decide website

02. The Role

Power to Decide CEO

- Role Snapshot
  - Reports to: Board of Directors
  - Accountability: Overall leadership and execution of Power to Decide's strategy, programs, operations, and long-term financial sustainability in service of its mission
  - Location: Washington, DC preferred
- Compensation
  - Anticipated base salary range: $350,000–$400,000
  - Final compensation will be determined based on scope of role, experience, location, internal equity, budget considerations, and fair market value assessment.

Key responsibilities

The next CEO will lead the organization into a sharper, more intentional phase—one defined by digital-first strategy, behavior change, scalable national impact, and durable financial strength. This role is about making consequential choices and then driving them through the organization with discipline.

Central to this work is ensuring that Power to Decide's digital strategy, policy engagement, partnerships, and revenue models measurably advance health equity and reduce disparities in communities historically underserved by the health system.

The CEO will set and execute clear strategic priorities: where Power to Decide invests, what it scales, which partnerships matter most, and what the organization will not do. At the same time, the CEO must protect and strengthen Power to Decide's standing as a trusted, evidence-based voice in sexual and reproductive health—ensuring that innovation never comes at the expense of credibility.

This is a results-driven role. The CEO will be accountable for impact—how Power to Decide's work changes outcomes, how evidence informs strategy, and how resources are aligned to sustain quality at scale. With a sophisticated understanding of the sexual and reproductive health landscape, the CEO will sharpen Power to Decide's distinct and evolving role amid shifting political, social, and economic pressures affecting contraceptive access and reproductive justice.

A central responsibility will be building long-term financial sustainability. The CEO will lead revenue diversification efforts, including the development of earned-revenue strategies, while also serving as a visible and effective fundraiser. This leader will deepen existing relationships and expand partnerships across individuals, foundations, and private funding sources—positioning Power to Decide for resilience and growth.

Externally, the CEO will elevate Power to Decide's voice and relevance. A compelling, credible communicator, this leader will translate research, data, and complex ideas into clear, persuasive narratives—engaging policymakers, partners, funders, providers, and advocates who may share goals but differ in perspective or approach.

Internally, the CEO will be a culture-setter and systems builder. Working closely with the board and the senior leadership team, they will strengthen execution, improve cross-functional collaboration, and build the operational clarity needed to move strategy into action. The CEO will foster a culture grounded in transparency, accountability, and partnership—aligning people, processes, and priorities to maximize impact at both community and national levels.

03. Candidate Profile

Operating Style & Leadership Attributes:

Power to Decide seeks a CEO with a palpable urgency for impact — a leader who does not confuse motion with progress and who knows how to focus people, resources, and attention on what actually changes outcomes. This leader can inspire staff and partners by clarifying purpose, aligning diverse efforts around a shared mission, and setting a tone of seriousness, humanity, and resolve.

The ideal candidate brings sound judgment, adaptability, and executive presence in equal measure. They are comfortable making consequential decisions amid uncertainty and political complexity, while ensuring Power to Decide remains a steady, credible, and trusted resource for people navigating deeply personal sexual and reproductive health decisions.

The CEO demonstrates a deep passion for health equity and reproductive justice. They will have a track record of translating lived experience, research, and community insight into strategy, organizational culture, and measurable impact, and building an organization where equity meaningfully shapes decisions, partnerships, and definitions of success.

This leader operates effectively in ambiguity without becoming vague. They are a strong integrator and people leader, capable of aligning high-caliber teams, engaging a sophisticated board, and building trust with external stakeholders. They bring clarity, discipline, and momentum to an organization navigating growth, change, and increasing complexity — and they do so with humility, steadiness, and moral courage.

Photo credit: Power to Decide website

03. Candidate Profile

What Success Looks Like:

Clarified Strategy

Power to Decide operates with a sharply defined, organization-wide strategy that makes explicit choices about focus, scale, and tradeoffs. The CEO has aligned the Board, staff, and key partners around a clear theory of impact—what the organization is uniquely positioned to do, how it drives behavior change, and where it concentrates resources for maximum effect.

Activated a Digital-First Growth Engine

Power to Decide's digital platforms and tools are clearly tied to measurable outcomes, with defined pathways from information to action and impact. The organization is recognized not only for trusted content, but for its ability to reach people at scale and influence real-world decisions in a rapidly changing reproductive health landscape.

Strengthened Financial Durability

Power to Decide has made tangible progress toward a more diversified and resilient revenue model. This includes launching or materially advancing earned-revenue initiatives, strengthening core fundraising performance, and deepening strategic funding partnerships—positioning the organization for long-term sustainability beyond traditional philanthropy.

Leveraged Strategic Partnerships to Scale Impact

The organization has leveraged strategic partnerships across sectors to extend its reach and impact beyond traditional philanthropic channels. These partnerships support scale, relevance, and influence while reinforcing Power to Decide's role as a trusted, evidence-based leader in sexual and reproductive health.

Built a High-Performing, Aligned Organization

The CEO has built an internal culture where teams operate with shared priorities, clear roles, strong cross-functional collaboration, and high accountability. The senior leadership team is cohesive, empowered, and supported by systems and processes that enable focus, execution, and continuous improvement.

Elevated Power to Decide's National Voice

Power to Decide has strengthened its relevance and influence as a trusted, evidence-based national voice in sexual and reproductive health. The organization communicates with clarity, credibility, and nuance—engaging funders, policymakers, providers, and advocates across a range of perspectives.

Positioned Power to Decide to Lead

Under the CEO's leadership, Power to Decide has generated sustainable momentum—strategically focused, financially stronger, operationally sound, and well positioned to lead national conversations about reproductive health in a complex and high-stakes environment.

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04. Contact

Russell Reynolds Associates has been exclusively engaged to lead this search. Given the need for confidentiality throughout this process, prospective candidates are invited to reach out directly to our search consultants at **PowerToDecide@RussellReynolds.com** with a resume and brief explanation of interest.

We welcome nominations and expressions of interest to the Russell Reynolds team. All inquiries and discussions will be considered strictly confidential.