

## VP Client Empowerment Services Position Announcement

Lacasa seeks an energetic and outgoing business professional with a passion for equipping people in our community to unlock their potential. This person will provide leadership as Lacasa gains recognition as the premier provider of financial empowerment services in our community, delivering effective services to working adults at scale. She or he will ensure that Lacasa is providing excellent immigration services to newcomers to the community. The right person for the job has demonstrated strength in creating and growing business relationships, is visionary and entrepreneurial, has experience supervising and coaching teams for high performance, and has knowledge of personal finance and financial products.

At Lacasa, we aspire to live and breathe our corporate values. *We respect human dignity, work together, pursue excellence, and build to last.* We are humble and embrace a continuous growth mindset. Our highest ambition is the good of our community. We believe that a great team is more than the sum of its parts. A qualified candidate will share these traits and will have demonstrated them in past work environments.

### The challenge/opportunity

We invite people who possess the above attributes and who don't back down from a challenge to talk with us about an opportunity to change the way people in our community are empowered to experience stability and success. In a few words, the challenge is this: *take what is highly effective and, applying good business principles, bring it to greater scale, sustainability and visibility.* This means innovation in service delivery and product/service design. It means strengthening the business case and value proposition for the impact our services make. It means providing visionary leadership for the growth and sustainability of Lacasa's empowerment services. You will not be alone or starting from scratch. Lacasa has a talented and experienced team of staff members who understand the technical, compliance and data needs for our services. They have already begun working toward our vision and their operational aptitude will thrive under visionary leadership.

This mandate is a strategic priority at Lacasa. In our [current 5-year plan](#), our first listed goal is to be recognized as the premier provider of financial empowerment services. We aspire to develop partnerships with employers who value financially empowering their workforces. We seek to innovatively connect actionable information with beneficial products.

We recently expanded our capacity to deliver immigration services, adding an immigration assistant to our current accredited immigration counselor. This program serves 500 clients in a typical year and should soon serve more. The qualified candidate for this role does not need to come with experience or knowledge about immigration processes, but should be ready to apply solid business principles to the department, seeking to maximize both impact and revenue potential.

**Is this you?** Lacasa is committed to making a bigger impact in our community with client empowerment services and we're looking for a leader who will develop the business and coach our team to its full potential. If you feel a call to serve the community in this way, I invite you to make yourself a candidate in this process by sending your resume and a cover letter to me at [chris.kingsley@lacasainc.net](mailto:chris.kingsley@lacasainc.net) by the end of June.

I look forward to speaking with you about this opportunity!

Yours sincerely,



Chris Kingsley  
President/CEO, Lacasa