

Executive Director

New York Surface Recovery Alliance (NYSRA). A NY State Producer Responsible Org (PRO)
(Carpet, Carpet Cushion, and Synthetic Turf)

Location: New York (remote within NY with significant in-state travel)

Reports to: Board of Directors

FLSA Status: Exempt

Position Overview

The Executive Director (ED) is the chief staff executive and public representative of the New York Producer Responsibility Organization (PRO) established to implement New York's extended producer responsibility (EPR) requirements for carpet, carpet cushion, and synthetic turf.

This is a senior startup leadership role responsible for overseeing the design, launch, and operation of a compliant, transparent, and financially sound statewide program that equitably serves three distinct but related industries. The Executive Director must balance differing material characteristics, recycling pathways, producer structures, and cost drivers while delivering a single, integrated regulatory program approved by New York State.

The ED works closely with the Board of Directors, managed services firm(s), staff, consultants, state regulators, producers, recyclers, installers, retailers, municipalities, and other stakeholders to ensure statutory compliance, operational effectiveness, and long-term program sustainability.

Core Responsibilities

Program Design, Launch & Operations

- Lead the development, submission, approval, and execution of the New York Program Plan covering carpet, carpet cushion, and synthetic turf, in accordance with statute and implementing regulations.
- Work with third-party managed services firm(s) to design and oversee collection, transportation, processing, and end-market systems that reflect the unique characteristics of each covered product category.
- Ensure statewide program accessibility and performance consistent with statutory and approved plan requirements.
- Oversee procurement, contracting, and performance management of recyclers, processors, transporters, and consultants serving different material streams.

- Establish systems for data tracking, verification, auditing, and reporting by product category and producer group.
- Responsible for financial and budgeting processes for multi-million-dollar program

Regulatory Compliance & Government Relations

- Serve as the primary liaison between the PRO Board and New York State regulatory agencies.
- Ensure full compliance with statutory requirements, implementing regulations, reporting obligations, audits, and enforcement provisions.
- Manage regulatory inquiries, program plan amendments, corrective actions, and enforcement responses.
- Monitor legislative and regulatory developments affecting the covered materials and advise the Board on risks and implications.

Financial Management & Producer Fee Oversight

- Develop and manage annual budgets, operating reserves, and multi-year financial projections.
- Oversee producer fee methodologies and administration consistent with statutory requirements and Board direction.
- Ensure transparent cost allocation among covered industries, avoiding cross-subsidization and maintaining financial defensibility and integrity.
- Oversee audits, internal controls, and financial reporting.

Board Governance & Industry Balance

- Serve as staff lead to the Board of Directors, supporting governance, fiduciary oversight, and strategic planning.
- Prepare Board materials, analyses, recommendations, and performance reports.
- Implement Board-approved policies while maintaining neutrality among carpet, carpet cushion, and synthetic turf producers.
- Support Board committees as assigned.

Stakeholder Engagement & Communications

- Act as the public spokesperson for the PRO.
- Build and maintain strong relationships with producers, recyclers, installers, retailers, municipalities, NGOs, and other stakeholders.
- Manage industry-specific and cross-industry issues with professionalism, transparency, and consistency.
- Oversee public education, outreach, and communications required under the Program Plan.

Organizational Leadership

- Recruit, hire, and manage staff, consultants, and managed services firm(s) necessary to operate a complex, multi-industry PRO.
 - Establish an organizational culture emphasizing regulatory credibility, transparency, accountability, and public trust.
 - Coordinate with other product stewardship programs and jurisdictions, as appropriate, to share best practices and operational efficiencies.
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Required Qualifications

- Senior executive leadership experience, ideally 10+ years, in product stewardship, recycling, waste management, environmental policy, or regulated program administration.
 - Demonstrated experience managing complex, multi-stakeholder programs with public-sector oversight.
 - Strong working knowledge of extended producer responsibility (EPR) or comparable regulatory frameworks.
 - Proven ability to manage budgets, contracts, and vendor relationships.
 - Experience working with or reporting to a governing board.
 - Exceptional written, verbal, public-facing, and public speaking skills.
 - Ability to interpret statutes and regulations and translate them into operational programs.
 - Willingness to travel extensively within New York with remote work capacity.
 - Strong proficiency in Microsoft Office skills (Excel, Word, PowerPoint, etc)
 - Must be able lift 40lbs or as needed
 - Must be able to sit, walk, stand for long durations of time
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Preferred Qualifications

- Direct experience with carpet, flooring, foam products, synthetic turf, textiles, plastics, or construction-related materials.
 - Experience launching or standing up a new regulated program or nonprofit organization.
 - Familiarity with New York State regulatory agencies and solid waste management systems.
 - Background in nonprofit governance, compliance auditing, or environmental finance.
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Compensation

Competitive executive compensation commensurate with experience and the complexity of launching and operating New York's multi-industry EPR program. Comprehensive benefits package

expected with a base salary range of \$190,000 to \$230,000, with final compensation set based on experience, startup expertise, and regulatory leadership background.

Benefits:

Benefits include paid vacation and sick days, health insurance (employer pays the majority of premiums for employee and dependents), dental insurance, vision insurance, life insurance, short/long-term disability, retirement plan match, additional voluntary benefits, Employee Assistance Program, and professional development support.

Applying for this position:

- Please provide a cover letter when applying for this position.
- No phone inquiries will be accepted.
- Applicants must be legally authorized to work in the United States.