

REQUEST FOR PROPOSALS (RFP)

Executive Director Search Firm

Centra Wellness Network

1. Introduction

Centra Wellness Network (CWN) invites qualified executive search firms to submit proposals to support the recruitment and selection of our next Executive Director. This executive leadership transition represents an important moment for our organization and the communities we serve. We seek a search partner who understands the behavioral health landscape, appreciates the dynamics of rural communities, and can help us identify a leader who embodies our mission, vision, and values.

2. Organizational Overview

Centra Wellness Network provides comprehensive behavioral health services across our region, with a commitment to person-centered care, community partnership, and continuous improvement. Our next Executive Director will play a central role in state and local policy development while managing complexities of ongoing systems changes in the behavioral health field. and advancing CWN's commitments while guiding the organization into its next chapter while keeping in mind our core Mission, Vision and Values.

3. Purpose of the RFP

The purpose of this RFP is to engage a professional executive search firm to conduct a thorough, equitable, and well-structured search process. CWN seeks a partner who can:

- Can find/recruit a leader with understanding of rural health needs
- Develop a clear leadership profile informed by employee, board and stakeholder input
- Identify and attract a diverse pool of highly qualified candidates
- Assess candidates' experience, executive leadership competencies, and cultural alignment
- Support the Board of Directors throughout the evaluation and selection process
- Ensure a confidential, respectful, and value-driven search experience

4. Executive Director Position Overview

The Executive Director serves as the chief executive officer of Centra Wellness Network and is responsible for strategic leadership, operational oversight, financial stewardship, and community engagement. The role requires a leader who can navigate the complexities of behavioral health systems, build strong relationships with community partners, understand the complexities of behavioral health and behavioral health treatment, and foster a positive organizational culture.

Key Qualifications and Priorities Include:

- Demonstrate experience in executive leadership in behavioral health or a closely related field
- Understanding of rural community needs, dynamics, and service delivery challenges
- Demonstration of organizational management and financial oversight skills
- Demonstrated commitment to transparency, collaboration, program development and implementation and person-centered care
- Ability to represent CWN effectively with stakeholders, partners, and the public

A full position description will be developed in collaboration with the selected search firm.

5. Scope of Work

The selected firm will be expected to provide comprehensive executive search services, including but not limited to:

- Conducting stakeholder interviews and developing a leadership profile
- Designing and implementing a recruitment strategy
- Sourcing, screening, and evaluating candidates
- Presenting a diverse and qualified slate of candidates
- Facilitating interviews and assessments
- Conducting reference and thorough background checks
- Supporting compensation discussions and offering negotiations
- Advising onboarding best practices

CWN places high value on professionalism, confidentiality, and a search process that reflects our organizational values.

6. Project Timeline

CWN anticipates the following timeline:

- RFP Release: 3/18/2026
- Deadline for Questions: 3/27/2026
- Proposal Submission Deadline: 4/10/2026
- Firm Selection: 4/17/2026
- Search Launch: 5/01/2026
- **Target Start Date for Executive Director: October 1, 2026**

Dates may be adjusted as needed to ensure a thorough and effective process.

7. Proposal Requirements

Proposals should include the following information:

- Firm overview, history, and areas of specialization
- Experience conducting executive position searches in behavioral health or related sectors
- Experience working with rural communities or rural-serving organizations
- Proposed search methodology and approach
- Project team bios and roles
- Proposed timeline and milestones
- Fee structure, including all anticipated expenses
- Three references from similar engagements

8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience with executive position searches in behavioral health
- Understanding of rural community leadership needs
- Quality and clarity of methodology
- Strength and experience of the proposed search team

- Commitment to diversity, equity, and inclusion
- Cost and overall value
- Alignment with CWN's mission, vision, and values

9. Submission Instructions

Please submit proposals electronically in PDF format to:

Nicole Warlin
Executive Assistant
Centra Wellness Network
nwarlin@centrawellness.org

Proposals must be received no later than **5:00 p.m. Friday, April 10, 2026.**

Questions regarding this RFP may be directed to the contact listed above.

10. Terms and Conditions

- CWN reserves the right to reject any or all proposals.
- CWN may request additional information or clarification from any respondent.
- All materials submitted become the property of CWN and will not be returned.
- Submission of a proposal does not guarantee award of a contract.