


# Recruitment Information Package



## Hydrologic CEO

Based in Phnom Penh, Cambodia

A close-up portrait of a young woman with a joyful expression, wearing a wide-brimmed straw hat and a light-colored floral shirt. The background is a blurred outdoor scene with greenery and a blue sky. Overlaid on the left side of the image is a quote in white serif font.

Find a job you love,  
and you will never have  
to work a day in your life.  
– *Confucius*

## ABOUT US



iDE is an international not-for-profit NGO with a unique business approach to poverty eradication. For 34 years around the world—and 22 years in Cambodia—iDE has pioneered innovative market-based approaches to improve access to safe water and sanitation and increase agricultural incomes.



Hydrologic is a for-profit iDE subsidiary that manufactures and distributes ceramic filters for clean drinking water throughout Cambodia.



# OUR VALUES

We believe that everyone deserves a chance to prosper

We think that markets can be a powerful force for good

We have no 'beneficiaries,' just customers

We treat our customers and staff with respect and care

We are innovative and entrepreneurial

We aim for BIG, sustainable impact

We guard our integrity





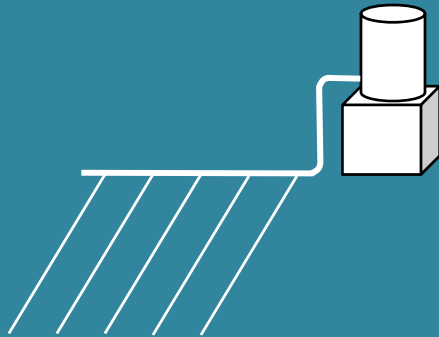
# IMPACT

In the 22 years that iDE has been active in Cambodia

*Hydrologic's  
bread and butter*

**50,000**

Small-scale Farmers



Irrigation, seeds, fertilizer, and agricultural know-how improves income, nutrition, and food security

**450,000**

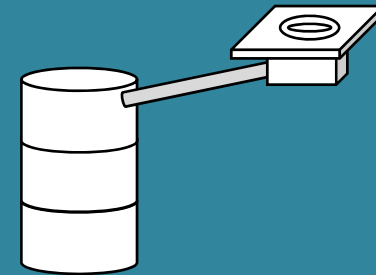
Ceramic Water Filters



Better health, improved nutrition, fewer child deaths, lower expenses, less work for women, and less use of carbon-emitting fuel for boiling water

**250,000**

Latrines



Better health, improved nutrition, fewer child deaths, convenience, privacy, safety, and dignity

(All figures as of mid-2016)







# AWARDS AND HONORS

iDE's work is recognized as world-class. Recent awards and honors include...

2010 – Inaugural winner of the Nestlé Prize in Creating Shared Value

2010 – Best in Show, International Design Excellence Award, Industrial Designers Society of America

2010 – Inducted into the World Toilet Organization “Hall of Fame”

\* 2011 – IMPACT Business Award from GIZ and the Government of Germany

\* 2011 – Ranked among the Top 10 WASH nonprofits by a GuideStar survey of 116 industry experts

2012 – Inaugural winner of the Lipman Family Prize, Wharton Business School, University of Pennsylvania

\* 2012 – Ashden Prize for Sustainable Energy

2013 – Dubai International Award for Best Practices

\* 2013 – Energy Globe Award for Cambodia

2013 – Ranked among the Top 100 NGOs in the world by Global Journal

\* *These are directly related to Hydrologic*



# BUSINESS PROFILE

In 2001, iDE introduced ceramic water filters as an affordable water treatment option to benefit public health and environment in Cambodia. In 2009, iDE spun off *Hydrologic Social Enterprise Co. Ltd.* as a wholly owned subsidiary to scale up filter production and distribution. Hydrologic aims to be the leading distributor of effective and affordable Water, Sanitation, and Hygiene (WASH) products throughout Cambodia.

Hydrologic has been profitable since 2012. Core business activities include production, sales, and distribution of two filter models. To date, more than 450,000 filters have been sold in Cambodia. In 2015, we had more than \$1.6m in annual turnover and total staff of 99 people. Assets include a filter production factory, an established product brand, and a professional sales team.

Hydrologic is a *social enterprise* with objectives for both financial achievement and positive social impact through improved public health, environmental care, stimulation of rural economic activity, and a commitment to ethical business practice.



# HYDROLOGIC IS LOOKING FOR A CEO

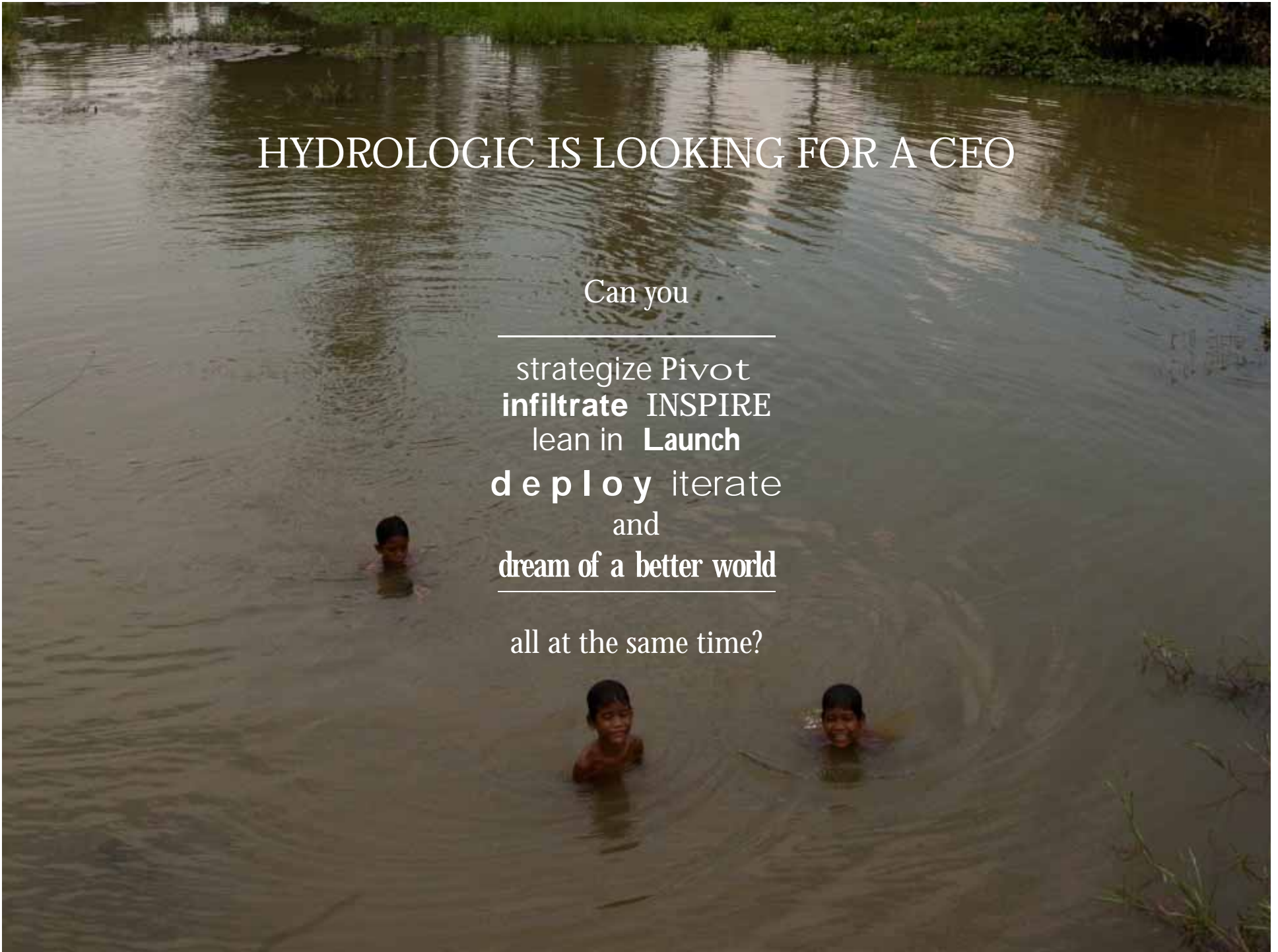
Can you

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strategize Pivot  
**infiltrate** INSPIRE  
lean in **Launch**  
**d e p l o y** iterate  
and  
**dream of a better world**

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all at the same time?



# PRIMED AND READY

This is an exciting time for Hydrologic. Since spinning off from iDE in 2009, we have:

- ❖ Achieved profitability,
- ❖ Reached more than 1.5 million Cambodians with clean water,
- ❖ Pioneered models for sales and last-mile distribution to rural *base-of-the-pyramid* customers,
- ❖ Blazed trails in linking microloans with socially beneficial products,
- ❖ Been among the first to apply carbon finance in the clean water sector, and
- ❖ Won awards for using inclusive business to deliver carbon-reducing water solutions.

Hydrologic now faces opportunities to expand, innovate, and continue defining the cutting edge in market-based poverty eradication. Your opportunity: take it to the next level. 

As CEO, you will draw on your creativity, instinct, and experience to co-imagine and co-create an ambitious future for both Hydrologic and Cambodia.





*Photo: Isabelle Lesser*



# RESPONSIBILITIES

As CEO, you will have overall responsibility to lead Hydrologic in achieving its financial and social impact goals through effective management of finances, operations, and human resources.

Whether you have an MBA or a diploma from the school of hard knocks, you will bring your formidable skills to bear to:

- ❖ Articulate the vision
- ❖ Develop strategy
- ❖ Recruit, develop, and retain *superstars*
- ❖ Motivate, mentor, guide, and inspire
- ❖ Create culture that is results-focused *and* richly human
- ❖ Obsess over customers
- ❖ *Kaizan* factory processes
- ❖ Conquer the *last mile*
- ❖ Manage a sales FORCE
- ❖ Learn, iterate, learn
- ❖ Control the finances
- ❖ Face the facts
- ❖ Comply with the small print *and*
- ❖ Do Hydrologic proud



# IDEAL QUALIFICATIONS

- ❖ Alignment with Hydrologic and iDE values, goals, and approaches.
- ❖ 10 plus years of practical experience in business leadership.
- ❖ *Broad experience* in most of the following areas: business strategy, finance, human resources, sales, marketing, supply-chain logistics, manufacturing, quality control, and customer care.
- ❖ Proven ability to build and manage a successful business.
- ❖ Proven experience in developing and delivering on an ambitious vision for business growth.
- ❖ Obsessive commitment to achieving results, continuous learning, and developing a deep understanding of the customer.
- ❖ Flexibility, resourcefulness, and tenacity. Able to deal with the frustrations that work in a developing country will throw at you.
- ❖ Able to mentor others and foster a positive organizational culture.
- ❖ Collaborative, non-autocratic management style. Able to work cross-culturally.
- ❖ Excellent spoken and written English.





# NICE TO HAVES

Knowledge, skills, and experience in the following areas will be considered a plus:

- ❖ Fundraising with (impact) investors
- ❖ Carbon finance
- ❖ Living and working in a developing country context, especially Cambodia
- ❖ Khmer language





# TERMS & CONDITIONS

## CEO POSITION

- ❖ Reports directly to the Hydrologic Board of Directors
- ❖ Based in Phnom Penh, Cambodia
- ❖ Minimum 2 year, full time commitment
- ❖ Regular travel within Cambodia and occasional international travel

## COMPENSATION

Compensation will depend on your experience and qualifications. Your package will provide for a safe, comfortable lifestyle in Cambodia and allow for savings. Incentives for excellent performance will be included.

The candidate we are seeking will find great value in the opportunity to apply skills in meaningful work, to make a difference in the world, to be immersed in another culture, to work with great people, and to generally do amazing things with a great amount of autonomy.



# HOW TO APPLY

To apply, please send your resume and cover letter to

[ceo-search@hydrologichealth.com](mailto:ceo-search@hydrologichealth.com)

Closing date for applications is  
7 November 2016



*Photos: David Graham except where noted otherwise*

