



Appointment of

Executive Director Workplace Pride

February 2026





Contents

- 03 Executive Summary
- 04 About Workplace Pride
- 05 Mission & Vision
- 06 Solutions
- 07 Membership & Community
- 08 Team & Organisational Culture
- 08 Governance
- 08 Finance & Business Model
- 09 Appointment of the Executive Director
- 10 Key Experience & Attributes
- 11 Candidate Profile
- 12 Diversity & Inclusion
- 13 Salary & Employment Conditions
- 14 Appointment Process & How to Apply



Executive Summary

Workplace Pride is entering a new phase of development and is seeking an Executive Director to guide the organisation through its next stage of international growth and influence. After nearly two decades of building credibility and shaping the global conversation on LGBTIQ+ inclusion in the workplace, the organisation is now focused on broadening its reach, strengthening its voice, and refining its model to meet the demands of a rapidly changing and increasingly contested environment.

This role requires a leader who understands how value is created within a member-based organisation while recognising opportunities to extend Workplace Pride's reach beyond traditional convenings. The Executive Director will combine principled advocacy with pragmatic leadership, ensuring that Workplace Pride continues to deliver tangible value to its members while advancing its ambition to serve as a global platform for knowledge, collaboration, and thought leadership on workplace inclusion. As the organisation's future contribution increasingly depends on scale and accessibility, digital platforms will play an important role in enabling global engagement, supporting learning and benchmarking, and connecting a broader community across member organisations.

Reporting to the Board, the Executive Director will lead a small international team and provide clear strategic direction during a period of transition. The Board is seeking a resilient leader, motivated by impact rather than profile, who can maintain organisational stability while strengthening Workplace Pride's international relevance and long-term position. The role is based in Amsterdam.





About Workplace Pride

Workplace Pride is an international not-for-profit foundation based in Amsterdam, working to advance LGBTIQ+ inclusion in workplaces worldwide. Created in 2006 and formally established as a foundation in 2008, the organisation grew from a practitioner-led initiative into a recognised platform at the intersection of business, advocacy, and knowledge exchange.

Workplace Pride operates as a member-based organisation, bringing together employers and employees from the private, public, NGO, and academic sectors who share a commitment to inclusive workplace environments. Its approach is deliberately pragmatic: progress is achieved not through public campaigning or lobbying, but by equipping organisations with solutions, insights, and peer learning that enable measurable change from within.

Over the past five years, Workplace Pride has experienced significant growth, doubling its membership as organisations increasingly recognise its distinctive value. Members consistently cite two core reasons for joining and remaining engaged: its genuinely international outlook and the strength of its Global Benchmark. Together, these offer a combination of cross-border exchange and structured measurement that few organisations can replicate. Looking ahead, the Foundation is well positioned to further enhance its profile through an ambitious digital expansion strategy, creating opportunities to scale its thought leadership, broaden engagement beyond traditional member representatives, and deepen impact across the wider employee communities it serves.

ing Reception
March 2024



British Deputy
High Commission
Bengaluru

Q+ Work... sion in India"

Mission & Vision

Workplace Pride's mission is to improve the lives of LGBTIQ+ people in the workplace, enabling individuals to be authentic, safe, and valued at work, regardless of geography or sector. The organisation believes that inclusive workplaces are not only a matter of social justice but also contribute to economically healthier organisations and more resilient societies.

Its vision is a world in which LGBTIQ+ inclusion is embedded structurally within organisations, rather than treated as a symbolic or temporary initiative. To realise this ambition, Workplace Pride translates values and business imperatives into practical, measurable frameworks that organisations can sustain over time.



Solutions

Through its solutions, Workplace Pride connects organisations worldwide, advances cultural sensitivity and leadership, and creates structured pathways for measurable progress in LGBTIQ+ workplace inclusion. It does so primarily through its Global Benchmark, Learning & Development programmes, and international conferences and convenings.

The cornerstone of Workplace Pride's work is the Global Benchmark, a globally recognised measurement tool that enables organisations to assess the maturity and effectiveness of their LGBTIQ+ inclusion policies and practices. Developed in 2014 and continuously refined, the Benchmark provides structured assessment, comparative insights, and concrete recommendations for improvement, and is widely regarded as a defining feature of Workplace Pride's value proposition.

Building on these insights, Workplace Pride delivers Learning & Development programmes aligned with its inclusion framework. These programmes support professionals and leaders in translating benchmark results into organisational change and represent a growing area of strategic and financial importance for the organisation.

Workplace Pride is also known for its international conferences and flagship convenings, held in the Netherlands and across global regions. Through regional events and its annual Impact Awards Gala, the Foundation creates influential platforms for peer learning, exchange, and visibility. These gatherings remain an important part of Workplace Pride's ecosystem, complementing its broader ambition to strengthen global engagement and knowledge exchange.





Membership & Community

Workplace Pride's membership comprises a diverse group of organisations, including (multi)national companies, public institutions, academic organisations, and non-profits. Members engage with Workplace Pride through benchmarking, events, learning programmes, and thematic communities, including networks focused on women, trans inclusion, young professionals, people of colour, technical roles, and academia.

As a member-based organisation, Workplace Pride maintains a strong member focus while safeguarding its independence and credibility. Membership fees form the core of its financial model, complemented by programme income and events. Active member engagement, retention, and continued relevance are therefore central to the organisation's sustainability and long-term impact, with increasing opportunities to strengthen connection and knowledge exchange across the wider employee communities of member organisations through evolving digital engagement.

Team & Organisational Culture

Workplace Pride is supported by a small, international staff team based primarily in Amsterdam. The team brings a mix of backgrounds across communications, programming, operations, finance, and relationship management, and reflects a wide range of lived experiences and cultural perspectives.

Given the organisation's size, roles are inherently broad and collaborative. The Executive Director works closely with the team on strategic direction, organisational development, and external engagement, while also remaining connected to day-to-day realities. The culture values commitment, professionalism, and care for the community, alongside a strong sense of responsibility toward members and partners.





Governance

Workplace Pride is governed by a Board of Directors that holds responsibility for strategic oversight, financial stewardship, and safeguarding the organisation's mission and integrity. The Board is supported by an Advisory Board composed of senior figures from member organisations and related fields, who contribute insight, networks, and continuity.

The Executive Director is entrusted with the day-to-day leadership and management of Workplace Pride and is accountable to the Board for delivery of the organisation's strategy, financial health, and organizational performance. The Board operates at a strategic and supervisory level and does not engage in day-to-day management. It is committed to a relationship with the Executive Director based on trust, clarity of roles, and constructive challenge, offering strategic guidance and support rather than operational direction. Continuity, transparency, and trust between governance bodies and the executive are critical to maintaining organisational stability and institutional confidence.

Finance & Business Model

Workplace Pride operates on a financially disciplined, member-funded model, with an annual budget of approximately €1 million. Core income is derived from membership fees, complemented by revenue from learning and development programmes and flagship events, including its annual international conference and Impact Awards Gala. The organisation operates with a conservative budgeting approach, aligning expenditure closely to secured income rather than projections, ensuring financial stability and prudent resource allocation.





Appointment of the Executive Director

The Board of Workplace Pride is seeking a new Executive Director to lead the organisation into its next stage. After nearly two decades of pioneering leadership, the organisation is ready for its next step: financially stable, globally recognised, and operationally mature, yet operating in a rapidly shifting political, societal, and corporate landscape that demands renewal, courage, and strategic reinvention. In several regions, corporate inclusion agendas face heightened political scrutiny, shifting regulatory expectations, and increased public debate. The successful candidate will need the judgement and resilience to navigate this environment while maintaining clarity of purpose and credibility with diverse stakeholders.

Workplace Pride was built from the ground up as a member-based organisation serving employers and their staff committed to advancing LGBTIQ+ inclusion in the workplace. It has grown into a respected international platform, best known for its Global Benchmark, convening power, and ability to translate social progress into language that resonates in boardrooms. The next Executive Director will ensure that this legacy is not only protected, but actively re-imagined, while strengthening and evolving Workplace Pride's value proposition to secure member commitment in a changing environment.

The Board is seeking an inspiring and entrepreneurial leader with the stature and judgement to represent Workplace Pride at the highest levels and to strengthen its voice in an increasingly contested inclusion landscape. The successful candidate will understand senior dynamics, further develop high-level member engagement (including the corporate C-suite roundtable), and balance advocacy with political sensitivity and organisational stewardship.

The Executive Director will work closely with the Board Chairs and Board members in a relationship based on trust, openness, and constructive challenge.



Key Experience & Attributes

The Executive Director holds full responsibility for the operational and financial leadership of Workplace Pride within Board-approval strategy and budget. This includes the execution of the recently completed Fit for Future strategy. Working closely with the Foundation Board, staff, members, and international partners, the Executive Director will:

Strategic Leadership & Impact

- Set and articulate a clear strategic direction that ensures Workplace Pride's continued relevance, credibility, and influence.
- Lead scenario planning for the future of workplace inclusion, including the implications of AI, automation, and geopolitical shifts.
- Strengthen Workplace Pride's role as a thought leader within the broader diversity, equity, and inclusion ecosystem, to better reflect contemporary societal debates and member expectations.

Digital Innovation

- Use digital and virtual platforms to scale impact, strengthen member value, and future-proof the Global Benchmark in an AI-driven environment.
- Develop scalable online learning, premium content, and data-driven services.
- Strengthen digital visibility and voice, positioning Workplace Pride as a credible, contemporary thought leader through modern channels.

Organisational & People Leadership

- Lead and develop a diverse, experienced international team of approximately 8–9 staff members, fostering clarity, accountability, and collaboration.
- Oversee HR, governance, and internal operations in a relatively lean organisation where leadership presence matters.

Financial & Business Model Development

- Safeguard the organisation's financial health. Where needed, re-evaluate and evolve the current revenue model, including diversification beyond membership fees.
- Further develop and monetise high-quality learning and development programmes.
- Ensure the sustainability and future relevance of the Global Benchmark as Workplace Pride's flagship product.

Membership, Partnerships & External Relations

- Act as the primary ambassador of Workplace Pride to members, partners, and external stakeholders. Be comfortable representing Workplace Pride in the press, at conferences, and on professional platforms.
- Strengthen member engagement, retention, and acquisition. Expand Workplace Pride's international reach, while reinforcing its Dutch roots and credibility.
- Build coalitions with other organisations and connect the LGBTIQ+ agenda to broader inclusion and human rights conversations.



Candidate Profile

Key Responsibilities

The successful candidate will bring most of the following:

- An inspiring leadership presence, with the ability to set direction, make decisive choices, and mobilize stakeholders around an ambitious organizational agenda.
- Senior experience in driving organizational growth through innovation, strategic partnerships, and diversified revenue development within complex, mission-driven or international environments.
- Proven ability to operate across diverse organisational and cultural contexts, including corporate, governmental, NGO, and academic environments.
- Experience driving digital strategy, platform development, or new engagement models that expand reach, visibility, and impact at scale.
- Insight into how to create sustained member value while safeguarding independence, credibility, and financial sustainability.

Candidates must be willing and able to relocate to Amsterdam. An excellent command of English is required, while proficiency in Dutch is considered an asset. To ensure continuity and a careful handover, availability for an overlap period with the outgoing Executive Director is expected.



A woman with short dark hair and glasses, wearing a dark blazer, is speaking into a microphone on a stage. Behind her is a large presentation slide with several portraits of diverse individuals. The slide features the text 'Diversity & Inclusion' and three paragraphs of text. The names 'Mari Nava' and 'Bidisha Agarwal' are visible under the portraits. The overall scene is a professional presentation or conference.

Diversity & Inclusion

Workplace Pride is committed to building a leadership team that reflects the diversity of the communities it serves. We welcome applications from candidates of all backgrounds, identities, and lived experiences, and recognise that leadership talent emerges through many different paths.

The Foundation Board recognises that strong candidates may bring different combinations of experience and perspectives. Relevant experience may have been gained across a range of sectors and contexts, including complex, mission-driven environments and international settings.

The Foundation Board is committed to a fair, inclusive, and accessible search process. Appropriate accommodations will be made throughout the recruitment process, and all applications will be handled with care and confidentiality.



Salary & Employment Conditions

The Executive Director will be appointed on a full-time employment basis, under terms and conditions appropriate to a senior leadership role within a mission-driven, international organisation.

Workplace Pride aims to offer a competitive and fair remuneration package, aligned with the organisation's size, values, and funding model, and commensurate with the experience and responsibilities of the role.

The Foundation Board supports flexible working arrangements and recognises the importance of sustainable leadership. At the same time, the role requires regular presence in Amsterdam to effectively lead the organisation, engage with the team, and represent Workplace Pride externally.

Relocation support may be discussed where relevant. Further details regarding contractual terms and benefits will be agreed with the preferred candidate.



Appointment Process

How to Apply

An executive search exercise is being undertaken by Perrett Laver to assist the recruitment committee at Workplace Pride. For enquiries about the role, please contact Erik Hafner on Erik.Hafner@perrettlaver.com.

The closing date for formal applications is Monday, March 30th at 09:00 CET. Applications should be submitted via <https://plusportal.perrettlaver.com/> quoting reference **8066**.

Applications should consist of:

- Motivation letter
- Current CV

The process is designed to be rigorous yet proportionate, and respectful of candidates' time and circumstances. The selection process will combine structured interviews with opportunities for candidates to share their strategic thinking and leadership perspective. Assessment methods will be designed to enable candidates to demonstrate depth of thought, judgement, and alignment with Workplace Pride's mission and context.

The process will be conducted in a consistent and transparent manner, with evaluation against agreed criteria applied equally to all candidates.

Privacy Policy

Perrett Laver is a Data Controller and a Data Processor, as defined under the General Data Protection Regulation (GDPR). Our legal basis for much of our data processing activity is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our [website](#).



AMERICAS ASIA PACIFIC EMEA

Herengracht 450,
1017 CA
Amsterdam,
Netherlands
+31(0) 202 404 372

perrettlaver.com