

Lifeway™



President & Chief Executive Officer (CEO)

About Lifeway Christian Resources

Lifeway Christian Resources (Lifeway) is one of the world's largest providers of Christian materials and ministry resources. Headquartered in Brentwood, Tennessee, Lifeway operates as a self-supporting nonprofit organization affiliated with the Southern Baptist Convention (SBC).

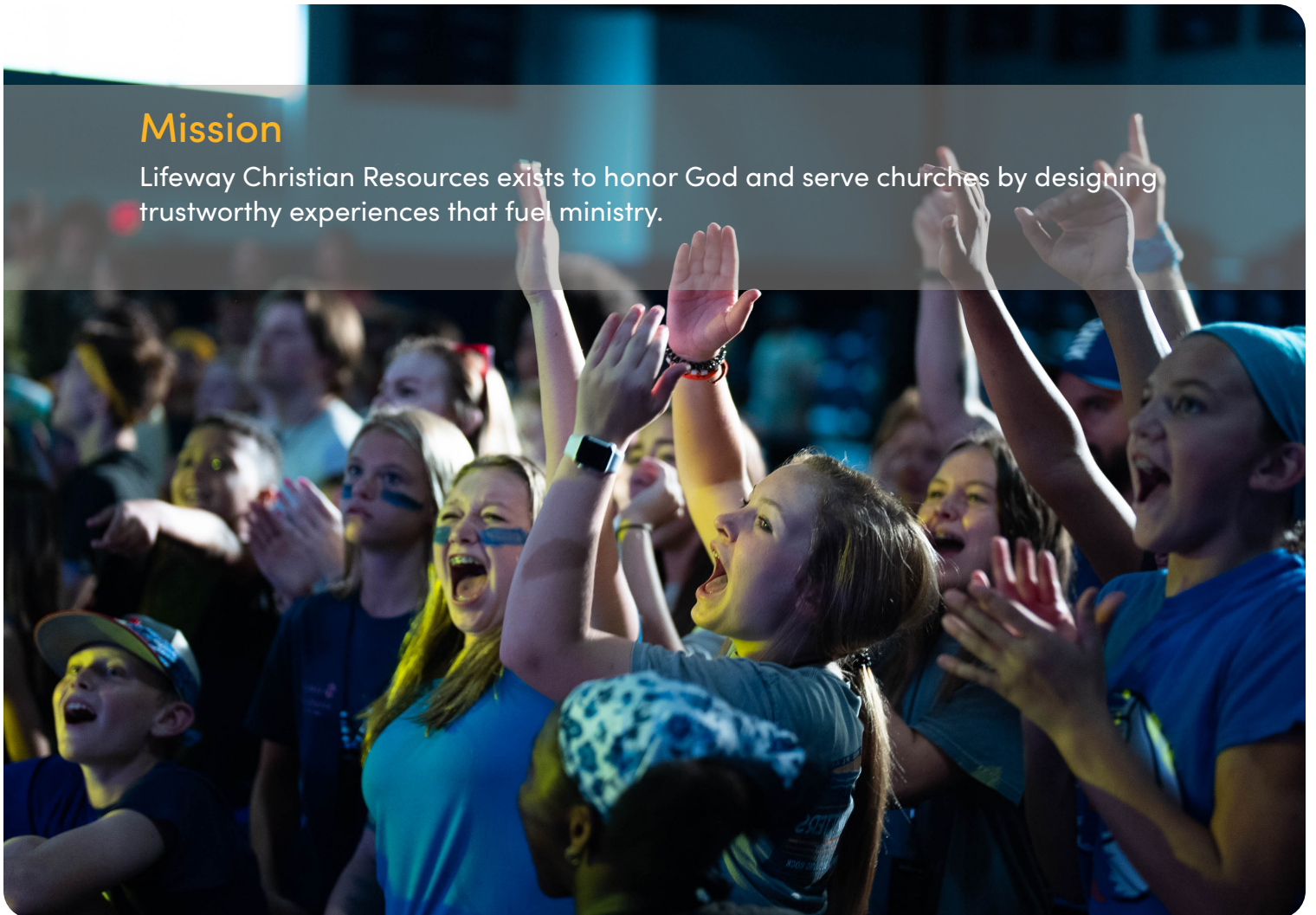
For more than 130 years, Lifeway has been the trusted partner of local churches—equipping leaders, resourcing discipleship, and helping believers grow in their faith. The organization traces its roots to 1891, when Dr. James M. Frost, Lifeway's first president, began with a borrowed desk, a corner of a newspaper office, and a small loan from his wife—but a big vision: to help churches teach God's Word, develop leaders, and impact the culture for Christ.

Originally founded as the Sunday School Board of the SBC following its annual meeting in Birmingham, Alabama, Lifeway's initial charge was to publish Sunday School curriculum. Over time, that mission expanded significantly. Today, Lifeway produces Bible study resources, Bibles, books, church supplies, digital tools, camps, and events—serving pastors, ministry leaders, and individuals across generations.

More than a century later, Lifeway continues to adapt to meet the needs of a changing church and culture. Its resources are now used in more than 160 countries on six continents. Whether through print, digital platforms, or live experiences, the Lifeway team remains passionately committed to one purpose: helping the local church make disciples of Jesus Christ everywhere.

Mission

Lifeway Christian Resources exists to honor God and serve churches by designing trustworthy experiences that fuel ministry.



Values

Treasure Biblical Truth

We believe in the power of God's Word to change the world. (2 Timothy 3:16-17)

Care About Character

We believe God sees the heart. (1 Samuel 16:7b)

Be Better Together

We believe in the power of team spirit. (Proverbs 27:17)

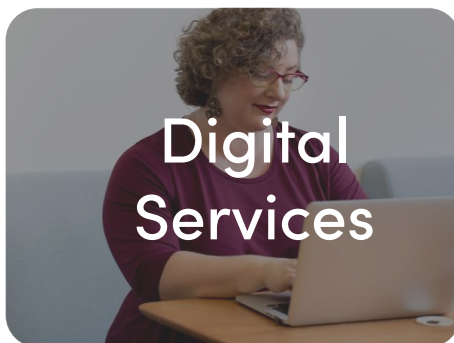
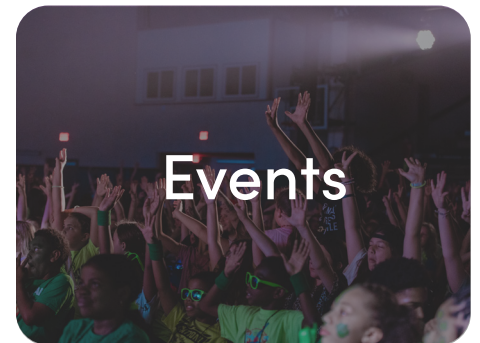
Create Customer Delight

We believe the church is worthy of our best. (Romans 12:10)

Chart What's Next

We believe we are called to help the church thrive in the future. (Matthew 16:18)

Lifeway Christian Resources is one of the world's largest providers of Christian resources, including:



The Opportunity

Lifeway Christian Resources (Lifeway) stands at a defining moment in its legacy of serving the church. As culture, technology, and ministry needs continue to evolve, Lifeway seeks a visionary President & Chief Executive Officer (CEO) to lead the organization into its next era of gospel-centered impact.

Partnering with a deeply committed Board of Trustees and executive leadership team, the President & CEO will guide Lifeway in shaping the future of Christian discipleship and church resourcing—strengthening the organization’s reach, innovation, and relevance to a new generation of ministry leaders.

This is a catalytic role for a Christ-centered strategist and proven organizational leader—one who brings together ministry conviction and business acumen, innovation and stewardship, humility and courage. The President & CEO will cast a bold vision that aligns mission and marketplace, integrating Lifeway’s publishing, digital, and event platforms around a singular purpose: to equip churches to make disciples of Jesus Christ in every nation.



The Role

Reporting to the Board of Trustees, the President & CEO will serve as the spiritual and strategic leader of Lifeway Christian Resources—guiding a global organization of more than 1,500 employees (including summer camp staff) and thousands of ministry partners across publishing, events, curriculum, and digital learning.

The President & CEO will set strategic direction, strengthen organizational culture, and ensure Lifeway thrives at the intersection of ministry and innovation—anchored in biblical truth while anticipating the future needs of churches and believers worldwide.

The ideal candidate will be a spiritually mature leader with a record of transformation, growth, and operational excellence—one who inspires teams, models servant leadership, and advances mission through collaboration and accountability.

In close partnership with the Board of Trustees and Executive Leadership Team, the President & CEO will champion Lifeway's efforts to serve the church with trusted biblical solutions for life and ministry—ensuring excellence across publishing, marketing, technology, operations, and customer engagement.

For the right leader, this is more than a professional opportunity—it is a calling to steward one of the most influential Christian ministries of the modern era, mobilizing Lifeway's reach, creativity, and innovation to advance the gospel and equip God's people for faithful living in a changing world.



Spiritual Foundations

A spiritually mature follower of Christ with a deep, personal relationship with God who:

- Demonstrates the fruit of the Spirit; (Galatians 5:22-23)
- Is committed to the authority, inerrancy, and sufficiency of Scripture; (2 Timothy 3:16-17)
- Models spiritual discipline, prayerfulness, humility, and servant leadership in daily life and decision-making; (Philippians 2:5-11)
- Is active in a local, Southern Baptist church; (Hebrews 10:25)
- Meets the biblical qualifications of an elder as defined in scripture; (1 Timothy 3:1-7; Titus 1: 5-9) and
- Affirms and holds to the [Baptist Faith & Message 2000](#).

Essential Characteristics

- Adheres to [Lifeway's Culture Code](#) and [Core Competencies](#) of Lifeway.
- Demonstrates ability to cast vision, shape and reinforce organizational culture, and serve as the public face and voice of Lifeway – while trusting operational execution to the Executive Vice President/Chief Operating Officer (EVP/COO) and the executive leadership team.
- Works closely with the EVP/COO in leading the team to deliver high-quality results through precise attention to detail, consistency in delivery, and responsible optimization of available resources.
- Listens well, speaks clearly, navigates complex relationships, and embodies humility.
- Has experience(s) successfully leading a large, complex ministry or organization with healthy culture and team dynamics.
- Desires to lead Lifeway as a Kingdom-focused ministry rather than a means of self-promotion.
- Demonstrates an understanding of and a commitment to the Southern Baptist Convention (SBC) – not just doctrinal alignment, but an active heart for partnering with local churches, state conventions, and SBC entities for the advancement of the gospel.



Professional Experiences

- **Ministry leadership experience:** senior pastor or equivalent senior-level ministry role in an SBC church will be required.
- **Organizational leadership experience:** demonstrated success leading in complex organizational settings (church, nonprofit, denominational, and/or business) will be required.
- **Change leadership experience:** Experience leading through change, growth, or crisis while maintaining organizational integrity and missional focus will be required.



Commitment to Lifeway's Mission

- Shares a passion for serving churches in their mission of making disciples.
- Demonstrates the ability to connect Lifeway's resources to the needs of local churches and ministry leaders.
- Is a leader who is both a guardian of Lifeway's heritage and an innovator for its future, ensuring faithfulness to core values while adapting to changing ministry needs.
- Resides in or relocates to the Nashville area to provide engagement with employees and others, as well as leadership at Lifeway headquarters.

Education

- Graduate degree in a ministry-related field required.
- Additional graduate degree(s) from a theological institution preferred.

Summary Portrait

The ideal President & CEO of Lifeway will be:

- **Spiritually grounded:** humble servant of Christ, doctrinally aligned, spiritually mature.
- **Personally authentic:** approachable, relational, courageous, wise.
- **Organizationally skilled:** visionary, strategic, experienced in executive leadership.
- **Culture shaping:** cultivating an environment of trust, collaboration, and innovation while protecting biblical values.
- **Mission-driven:** passionate about equipping churches and advancing the Gospel.





Applications and Nominations

Although applications will be accepted until the time that a new President & CEO is appointed, candidates should submit application materials consisting of a resume and a letter of interest addressed to the Lifeway President & CEO Search Committee by December 9, 2025, for the most favorable consideration. Nominations, expressions of interest, and applications should be submitted to LifewayCEO@carterbaldwin.com. Confidential inquiries and questions concerning this search may be directed to:



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