



**USRowing**

**Chief Executive Officer**

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**elevate**

# About

USRowing is a 501(c)(3) non-profit organization recognized by the United States Olympic & Paralympic Committee (USOPC) as the national governing body (NGB) for the sport of rowing in the United States. The organization's mission is to champion the sport of rowing, serving its community by developing athletes, supporting member organizations, and achieving sustained success on the international stage.

USRowing serves approximately 77,000+ individual members and 1,400+ member organizations, including clubs, collegiate programs, and high school teams across the country. With an annual operating budget of \$20 million, the organization oversees a national regatta system, supports athlete development pipelines, and manages the U.S. National Team program competing at World Championships and the Olympic Games.

Operating within a complex, highly regulated ecosystem, USRowing partners closely with the USOPC, World Rowing (FISA), and a broad network of stakeholders. As the organization looks toward the LA28 Olympic Games, USRowing is entering a pivotal phase, focused on strengthening competitive performance, rebuilding stakeholder alignment, and expanding its commercial and participation base.

The next CEO will inherit an organization with greater stability, professionalism, and momentum than in prior years, with a meaningful platform from which to build. The opportunity is not one of wholesale reinvention, but of evolving the organization with greater clarity, operating discipline, stakeholder connection, and long-term impact.





## Overall Opportunity

This is a defining leadership opportunity to guide a nationally recognized governing body through an important period of momentum, refinement, and growth. The CEO will play a central role in shaping the future of rowing in the United States, driving Olympic success while building a stronger, more sustainable, and more inclusive organization.

### The role offers the opportunity to:

- Lead through the LA28 Olympic cycle and a generational home Games in Los Angeles, positioning the organization for sustained success into future Olympic cycles, including Brisbane 2032
- Align and strengthen a complex national ecosystem
- Build a more commercially robust and modern organization
- Expand participation and visibility of the sport
- Deliver lasting impact on athletes, members, and the broader rowing community
- Define and deliver a clearer value proposition for USRowing across its distinct stakeholder segments
- Strengthen trust, communication, and organizational credibility through consistent execution and stakeholder engagement

# Introduction

Reporting to the Board of Directors, the Chief Executive Officer (“CEO”) is responsible for defining and executing USRowing’s strategic vision, leading all aspects of the organization’s operations, and ensuring alignment across performance, membership, and business objectives.

The CEO will oversee a multi-functional organization spanning high performance, domestic competition, membership services, commercial development, and operations. This role requires a leader who can balance medal ambition and ecosystem health – driving Olympic success while building a more sustainable, diversified, and professionally run organization.

USRowing is at a critical moment heading into LA28, presenting both heightened expectations and a generational opportunity to accelerate momentum across performance, participation, and commercial growth. The next CEO must be a transparent, decisive, and highly credible leader who can unify a fragmented ecosystem, establish credibility in governance and operating rhythms, strengthen culture and accountability, and position the organization for long-term success.





## Key Priorities (first 12–24 months)

### **Drive LA28 Readiness:**

Align high-performance strategy, resources, and leadership to maximize Olympic outcomes.

### **Strengthen Organizational Alignment:**

Continue building trust and cohesion across athletes, membership, Board, staff, and key external constituencies.

### **Enhance Commercial Capabilities:**

Develop a more sophisticated and scalable sponsorship and partnership model.

### **Optimize Financial Model:**

Balance investment and discipline while identifying new revenue opportunities and improving operating margin.

### **Reinforce Stakeholder Relationships:**

Re-engage and deepen relationships with key constituencies, especially collegiate, scholastic/junior, grassroots, referee, and donor communities.

### **Elevate Brand & Visibility:**

Modernize storytelling and marketing to grow awareness, participation, and fan engagement.

### **Build a High-Performance Culture:**

Strengthen internal talent, accountability, and execution across the organization.

**Define and Deliver a Clear Member Value Proposition:** Articulate, by stakeholder segment, where and how USRowing creates value, and ensure that programs, policies, pricing, and service delivery align to that value proposition.

**Establish Governance Clarity and Operating Discipline:** Create clear “swim lanes” between Board and management, define decision rights and communication channels, and implement a more consistent operating rhythm across the organization.

**Improve Execution and Service Delivery:** Raise the standard of follow-through across events, policy rollout, stakeholder coordination, and member experience.

# The Position & Responsibilities

## Athlete Performance & Olympic Success

- Champion a high-performance culture in partnership with the Chief High Performance Officer (CHPO), aligning resources and strategy to maximize international competitiveness.
- Oversee preparation and performance of U.S. National Teams at World Championships and Olympic Games, with a clear focus on LA28 while building momentum into future Olympic cycles.
- Ensure athlete voice, safety, and well-being are central to all decisions.
- Strengthen alignment between grassroots participation and elite athlete development pathways.
- Provide clear leadership oversight, organizational support, and accountability around high performance, ensuring that medal ambitions are structurally supported while aligned with broader organizational priorities.
- Help strengthen the pathway between junior, collegiate, and national team rowing to sustain the long-term pipeline of elite athletes.

## Business Operations & Revenue Development

- Develop and execute a forward-looking business strategy aligned with USRowing's strategic plan and long-term objectives.
- Build a revenue-driven culture that supports both athlete success and organizational sustainability, with a clear focus on value creation for members and partners, and on expanding operating margin alongside revenue growth.
- Expand and diversify revenue streams with an emphasis on delivering compelling value propositions that strengthen long-term member and partner engagement while supporting sustainable economics, including:
  - Corporate sponsorships and partnerships
  - Events and regattas
  - Membership and program offerings
  - Philanthropy and fundraising
- Oversee negotiation and management of commercial agreements and strategic partnerships.
- Elevate marketing, brand positioning, and storytelling to increase visibility and engagement.
- Build greater commercial sophistication across pricing, partnership development, fundraising coordination, and revenue diversification.
- Ensure fundraising strategy is aligned across USRowing and related partner entities, with clarity of roles and a focus on maximizing total ecosystem support.



# The Position & Responsibilities

## Financial Management & Organizational Sustainability

- Lead financial strategy and operations, ensuring fiscal discipline, transparency, and long-term sustainability.
- Develop and manage annual budgets and multi-year financial plans aligned with LA28 and broader strategic priorities.
- Balance investment in high-performance initiatives with growth and operational stability.
- Drive resource allocation decisions to maximize impact and efficiency.
- Evaluate organizational structure and resource deployment to ensure the operating model is appropriately scaled, efficient, and aligned to strategic priorities.
- Increase transparency and confidence in how resources are allocated and how investments support performance, member value, and long-term sustainability.

## Governance, Compliance & Risk Management

- Partner closely with the Board of Directors to ensure strong governance, strategic alignment, and effective decision-making.
- Operate effectively within a highly regulated environment, ensuring compliance with USOPC, SafeSport, and other governing bodies.
- Proactively identify and manage organizational risks (legal, financial, reputational).
- Foster a culture of transparency, accountability, and ethical leadership.
- Establish clear governance “swim lanes” between the Board and management, including greater discipline around decision-making, communication channels, and escalation processes.
- Serve as an effective Board manager, aligning stakeholders at the top while protecting the organization’s ability to execute efficiently.



# The Position & Responsibilities

## Membership, Sport Growth & Events

- Develop and implement strategies to grow participation across all levels of rowing, including youth, collegiate, and masters, while enhancing the value proposition for members and affiliated organizations.
- Strengthen relationships with key constituencies, including clubs, high schools, and collegiate programs.
- Oversee the successful execution of national regattas and events, ensuring high-quality delivery.
- Advance initiatives that increase access, inclusivity, and long-term engagement in the sport.
- Lead with a differentiated understanding of USRowing's stakeholder segments, recognizing that collegiate, scholastic/junior, club, masters, referee, and elite communities have distinct needs and definitions of value.
- Build a more service-oriented, customer-minded culture across the organization, ensuring members and affiliated organizations experience USRowing as responsive, relevant, and valuable.
- Improve the consistency, quality, and operational excellence of events and programs, with a focus on execution matching intent.

## Stakeholder Engagement & External Relations

- Build and maintain strong relationships with athletes, coaches, member organizations, donors, sponsors, and partners.
- Further strengthen relationships across critical stakeholder groups, building on existing engagement and trust.
- Represent USRowing with the USOPC, World Rowing, and other national and international organizations.
- Serve as the primary external ambassador, enhancing the organization's reputation and influence.
- Shift stakeholder communication toward a more inclusive, transparent, and two-way model that builds trust, buy-in, and shared accountability.
- Rebuild and deepen relationships with collegiate leaders, coaches, referees, and other communities that have felt under-engaged or unclear on USRowing's role and value.
- Act as a compelling storyteller for the sport, elevating athletes, the Olympic pathway, and the broader value and visibility of rowing.



# The Position & Responsibilities

## Leadership & Organizational Culture

- Recruit, develop, and retain a high-performing leadership team.
- Foster a culture of excellence, accountability, collaboration, and continuous improvement.
- Champion a purpose-driven environment aligned with USRowing's mission and values.
- Lead with humility, transparency, and strong emotional intelligence to build trust across the organization.
- Build a disciplined, high-performing operating culture with clear accountability, decision rights, and follow-through across functions.
- Empower leaders and teams through thoughtful delegation while holding the organization to a high standard of consistency and performance.





## Background, Experience & Key Attributes

The CEO must be a seasoned and versatile leader capable of operating at the intersection of sport, business, and stakeholder-driven environments.

### Key Experience

#### Executive Leadership:

Extensive experience, including senior leadership roles (CEO, COO, or equivalent).

#### P&L Management:

Proven experience leading organizations or business units with \$25M–\$100M in revenue, managing multiple revenue streams.

#### Operational Excellence:

Demonstrated ability to lead complex organizations and deliver consistent results.

#### Commercial Acumen:

Track record of growing revenue through sponsorships, partnerships, or fundraising.

#### Financial Acumen:

Strong analytical and data-driven decision-making; experience managing budgets and long-term planning.

#### Governance & Compliance:

Experience working with Boards and operating in highly regulated environments.

#### Stakeholder Leadership:

Exceptional ability to build and manage relationships across diverse constituencies.

#### Team Building:

Proven ability to recruit, develop, and lead high-performing teams.

#### Strategic Planning:

Experience developing and executing strategic plans in dynamic environments.

**Board Management:** Demonstrated ability to manage complex board dynamics, clarify governance boundaries, and create alignment between governance and execution.

**Service and Member Orientation:** Experience defining and delivering compelling value propositions in membership, community-based, or multi-constituent environments.

**Change and Communication Leadership:** Track record of leading through complexity with transparency, decisiveness, and strong communication.

## Preferred Experience

- Experience within Olympic sports, national governing bodies, or membership-based organizations.
- Familiarity with rowing and/or the Olympic movement.
- Experience navigating complex stakeholder ecosystems, including volunteer leadership structures.
- Exposure to athlete development systems and high-performance sport environments.
- Credibility in elite sport and/or high-performance environments is strongly valued, particularly the ability to support medal ambitions while leading the broader enterprise.
- A rowing background is helpful but not required; broader executive leadership experience in complex, mission-driven, and stakeholder-intensive environments will be highly valued.

## Personal Characteristics

### **Humble & Team-Oriented:**

Low ego leader who elevates others and celebrates team success.

### **Purpose-Driven:**

Inspires alignment around mission and long-term vision.

### **Learning Agile:**

Data-driven, curious, and adaptable.

### **Results-Oriented:**

Strong accountability and execution mindset.

### **Collaborative:**

Builds trust and credibility across all stakeholder groups.

### **Self-Aware:**

Open to feedback and committed to continuous improvement.

### **Resilient:**

Able to balance stability and transformation in a complex environment.

**Transparent and Decisive:** Communicates clearly, makes difficult decisions when needed, and does not over-index on consensus at the expense of progress.

**Service-Oriented:** Leads with a mindset of support, responsiveness, and stewardship toward the rowing community.

**Politically Astute:** Comfortable navigating sensitive issues, competing priorities, and an opinionated stakeholder landscape with diplomacy and conviction.





# Elevate Talent

Elevate Talent is an executive search and leadership advisory firm operating at the intersection of sports, media, entertainment, and lifestyle brands. We specialize in identifying and empowering visionary leaders who shape the future of these rapidly evolving and converging industries.

Our approach is defined by an obsession with attitude, bravery, and collaboration – values that inform every search, every placement, and every strategic partnership. With deep sector expertise, a world-class network, and a rigorous, insight-driven process, we deliver transformative talent solutions that go beyond conventional hiring.

At Elevate Talent, we don't just find leaders – we elevate them.

**elevate**

**For a confidential discussion about the role, please contact:**

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We are committed to helping our clients build leadership teams that reflect the broad range of voices, experiences, and perspectives shaping the sports, media, lifestyle, and entertainment industries. This commitment guides how we collaborate with clients and engage with candidates by ensuring equity, access, and opportunity at every stage. Our approach is grounded in thoughtful, inclusive practices and a belief that the most effective and innovative teams draw strength from a wide spectrum of backgrounds and viewpoints.