



NU ADVISORY
PARTNERS



JOB DESCRIPTION

CHIEF EXECUTIVE OFFICER

2024



KEY FACTS

ROLE TITLE

Chief Executive Officer

WEBSITE

<https://www.usaswimming.org/>

ROLE LOCATION

Colorado Springs, CO

REVENUE

\$41.5M

BOARD MEMBERS (15)

- Chris Brearton
- Natalie Coughlin Hall
- Kenneth Chung
- Maya (Dirado) Andrews
- Katy Arris-Wilson
- Kathleen Fish
- Nic Fink
- Clark Hammond
- Ira Klein
- Sabir Muhammad
- Kathleen Prindle
- Bob Vincent
- Frank Busch
- Ashley Twichell (through 12/31/24)
- Tony Ervin (through 12/31/24)
- Katie Meili (effective 1/1/25)
- Caitlin Leverenz Smith (effective 1/1/25)

NUMBER OF EMPLOYEES

~84

LEADERSHIP TEAM

- **Shana Ferguson**, Interim Chief Executive Officer & Chief Operating Officer
- **National Team Managing Director**, *vacant, search in process*
- **Eric Skufca**, Chief Financial Officer
- **Elaine Calip**, Executive Director of the Foundation
- **Jake Grosser**, Managing Director, Marketing & Communications
- **Joel Shinofield**, Managing Director of Sport Development
- **Michelle Steinfeld**, Secretary & General Counsel

FINANCIALS LINK



ABOUT USA SWIMMING

USA Swimming is the National Governing Body (NGB) for the sport of swimming in the United States, committed to promoting a culture of excellence. From local clubs to the Olympic Team, USA Swimming creates safe, inclusive opportunities for athletes and coaches of all backgrounds to participate in and advance through the sport. With over 380,000 members, including swimmers, coaches, officials, and volunteers, the organization plays a critical role in developing talent, supporting clubs, and delivering educational programs. USA Swimming also selects and trains the U.S. teams for international competition, including the Olympics, ensuring that the country continues to dominate on the global stage.

As an NGB, USA Swimming operates under the Ted Stevens Olympic & Amateur Sports Act, focusing on competitive success, athlete support, and public engagement. The organization's vision is to inspire and enable its members to achieve excellence in both the sport of swimming and in life. Through its best-in-class programs, USA Swimming provides resources for athletes, coaches, and clubs, aiming to be a positive force in the broader swimming community. Its pyramid structure reinforces the importance of supporting the entire ecosystem—from grassroots participation to international competition.

With the recent completion of the Paris 2024 Olympics, USA Swimming looks ahead to the future with renewed energy and purpose. The next CEO will be responsible for guiding the organization through a critical period of growth and transformation, ensuring financial sustainability, expanding membership, and building on competitive achievements. This search is about finding a leader who can not only inspire the swimming community but also drive the sport forward, embracing the responsibility to grow the sport across the country and ensuring USA Swimming remains a global leader.

For more information please visit usaswimming.org

2023 IN REVIEW FAST FACTS

375,827 INDIVIDUAL MEMBERS

2,744 CLUB MEMBERS

12.5 AVERAGE AGE OF AN ATHLETE MEMBER

ATHLETES
53.6% Female | **46.4%** Male



THE ROLE

The CEO of USA Swimming will serve as the visionary leader, guiding the organization through its next era of growth and international success while fostering a deep connection with its grassroots foundation. This role requires a dynamic, strategic thinker who can navigate the complexities of both national and international sports landscapes. The CEO will be responsible for driving membership growth, ensuring financial sustainability, and cultivating a strong, inclusive culture throughout the organization. Working closely with the Board of Directors, committees, and key stakeholders, the CEO will ensure that USA Swimming maintains its position as a global leader in aquatic sports.

Key responsibilities:

Membership

- Develop and execute strategies to grow membership and membership revenue to historic highs, targeting revenue goals while expanding USA Swimming's value proposition.
- Engage new demographics, focusing on underserved and diverse populations to build a sustainable membership pipeline.
- Utilize data-driven insights to continuously improve membership offerings to maximize engagement and retention and optimize athlete development.

The Preeminent Program Globally

- Partner closely with the National Team Director to build a high-performing National Team Division, including a strong Junior National Team, with measurable outcomes supported by the Board, coaches, and athlete stakeholders.
- Develop and implement a cohesive, transparent quad plan that seamlessly integrates grassroots through elite levels, preparing USA Swimming for peak performance leading up to the LA 2028 Olympics.
- Ensure USA Swimming's international reputation as the premier program globally by fostering an environment of innovation, competitiveness, and athlete progression.
- Ensure USA Swimming's influence and alignment with the collegiate ecosystem to preserve and enhance opportunities within the sport.

Stakeholder Management & Engagement

- Cultivate and maintain meaningful, professional relationships with key stakeholders—LSCs, coaches, athletes, officials/volunteers, committees, sponsors, donors, media, NCAA/college ecosystem and clubs—fostering a collaborative environment.
- Emphasize a people-centered approach, ensuring alignment with USA Swimming's mission and commitment to inclusivity and transparency across all levels.

Health & Safety

- Maintain SafeSport as the highest priority within USA Swimming, meeting and exceeding U.S. Center for SafeSport standards.
- Drive Safe Sport adoption across all levels, focusing on making compliance accessible and reducing administrative burden for clubs.
- Foster a culture of safety, inclusivity, and accountability, ensuring that all members feel supported in a protected environment.



THE ROLE *(continued)*

The Organization

- Build an efficient and adaptable organizational structure that maximizes resource allocation to support membership growth, operational excellence, and international competitiveness.
- Foster a culture of accountability, inclusivity, and collaboration across USA Swimming, investing in leadership development to sustain a high-performing, mission-driven team.
- Implement organizational changes where necessary to ensure USA Swimming remains agile and prepared for evolving industry demands and expectations.

Commercial Revenue

- Optimize USA Swimming's assets, including events, branding, and the Foundation, to drive sponsor and donor engagement, fan involvement, and revenue.
- Serve as the CEO of the USA Swimming Foundation to strategically enhance the Foundation's mission of saving lives, building champions & impacting communities through increased philanthropic support and innovative partnerships.
- Focus on high-value sponsorships and partnerships, especially as revenue generation becomes increasingly essential post-2028 LA Olympics.

THE PROFILE

The ideal candidate for the USA Swimming CEO role will be a dynamic and visionary leader, adept at operating on a significant scale within a complex, multi-stakeholder environment. This individual should possess a proven ability to lead, structure, and inspire high-performing organizations, combining strategic foresight with a hands-on approach to achieving ambitious goals. With a deep understanding of both grassroots and elite levels of competition, the CEO will balance the organization's mission of promoting widespread swimming participation with the pursuit of international competitive excellence.

Strategy & Vision

- **Strategic & Innovative Thinking:** Demonstrates a clear vision and creativity in identifying growth opportunities, positioning USA Swimming as a leading Olympic organization.
- **Long-Term Planning:** Employs forward-thinking approaches to problem-solving and strategic planning that foster adaptability and resilience.
- **Inclusive Vision:** Brings strong cultural competence to leadership, understanding the diverse needs within USA Swimming to ensure inclusive representation.
- **Goal-Oriented Execution:** Balances visionary strategy with a focus on achievable goals that advance USA Swimming's mission.



THE PROFILE *(continued)*

Leadership & Influencing Skills

- **Talent Attraction & Development:** Builds a high-performing team by recruiting top talent and investing in their growth, creating opportunities for continuous improvement. Energizes and motivates the team with a commitment to USA Swimming's mission and shared goals.
- **Integrity & Enthusiasm:** Leads with honesty, integrity, and enthusiasm, setting a transparent and accountable example for others, fostering loyalty and alignment with the organization's values.
- **Diplomatic & Inclusive:** Balances assertiveness with respect for diverse perspectives, engaging inclusively and persuasively with stakeholders to foster dialogue and advance USA Swimming's priorities.
- **Trusted Relationship Builder:** Develops and nurtures strong, trust-based relationships with board members, partners, and stakeholders to drive shared objectives.

Executing for Results

- **Organized & Detail-Oriented:** Takes a structured, organized approach to planning and execution, with high standards and attention to detail.
- **Proactive & Adaptable:** Maintains flexibility in adapting to change, using strong analytical skills to make informed, data-driven decisions.
- **High Standards & Urgency:** Drives initiatives with a sense of urgency and commitment to excellence, encouraging persistence in achieving outcomes.
- **Work Ethic & Accountability:** Demonstrates a strong work ethic that inspires the team and fosters a culture of accountability and high performance.

Communication Style

- **Public Speaking Excellence:** Conveys USA Swimming's mission with clarity and confidence in public settings, effectively engaging audiences.
- **Direct & Open Communication:** Communicates openly and directly, with strong listening skills to understand and address needs and concerns.
- **Receptive to Feedback:** Welcomes constructive criticism and diverse viewpoints, using them as tools for continuous improvement.
- **Collaborative Listener:** Creates a transparent environment that encourages open dialogue and trust, ensuring all voices are heard and valued.



SALARY & BENEFITS

We offer a competitive compensation package, including a base salary range of \$500,000–\$600,000, depending on qualifications and experience, along with a discretionary bonus based on Company and individual performance.

Benefits currently available, subject to eligibility requirements, include:

- Medical, dental, and vision insurance
- Company-paid short-term and long-term disability
- Company-paid group term life and AD&D insurance
- Paid parental leave
- Paid family medical leave
- 401(k) retirement plan
- Profit sharing
- Employee Assistance Program (EAP)
- Paid time off (PTO)
- 15+ paid holidays
- Professional development opportunities

TO APPLY

Please send your resume to usaswimming@nusearch.com

Application Deadline: Applications will be accepted through December 9, 2024.

CONTACT US



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Reach out to us at:
usaswimming@nusearch.com