



Chief Executive Officer
2022

Position Specification



Organization Overview

ORGANIZATION OVERVIEW



- Company
- Mission

THE POSITION

- History

THE PERSON

- [Programs](#)

ENGAGEMENT TEAM

[New York Road Runners \(NYRR\)](#)

NYRR's core mission is to help and inspire people through running, and together with the help of NYRR members, supporters, participants, and partners, they work hard every day to fulfill that goal. Rest assured that with every stride they take, NYRR is focused on making as big an impact as they can on community, youth, charity, and every individual runner.

Founded in 1958, NYRR started as a local running club made up of just 40 people. Over the past 60+ years, committed runners have joined in droves. Time, commitment, and the never-ending mission to help and inspire people through running have led NYRR to become the world's premier community running organization. Today, NYRR conducts 42 adult and 30 youth events annually.

- **Youth Programs** – The Rising New York Road Runners youth programs and events platform for Pre-K through 12th grade continue to evolve, expanding opportunities for children in schools, after-school programs, and community centers nationwide, as well as offering free events across New York City.
- **Community Programs** – All are welcome. All are invited. All are encouraged. NYRR offers an assortment of fun, free, and accessible programs that are inclusive of all ages and abilities.
- **Philanthropic Running Programs** – New York Road Runners is committed to helping and inspiring people through running. Together with all NYRR members, supporters, participants, and partners, they fulfill their mission of giving all people everywhere the means and opportunity to run – today, tomorrow, and for life. NYRR is proud to offer multiple programs designed to help lift others up with every mile you put down.

Organization Overview

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- TCS New York City Marathon

NYRR's premier event, and the largest marathon in the world, is the TCS New York City Marathon. Held annually on the first Sunday in November, the 26.2-mile race runs through the five boroughs of New York City—Staten Island, Brooklyn, Queens, the Bronx, and Manhattan—and features over 50,000 runners, from the world's top professional athletes to a vast range of competitive, recreational, and charity runners. More than one million spectators line the city streets to cheer on the runners, while millions more in the United States and around the world watch the live television broadcast. The TCS New York City Marathon is one of six [Abbott World Major Marathons](#), along with Boston, Chicago, London, Berlin, and Tokyo.

THE POSITION

- Sponsors and Partners

NYRR could not put on their events, especially the marathon, without the help of their partners:

THE PERSON



ENGAGEMENT TEAM

Organization Overview

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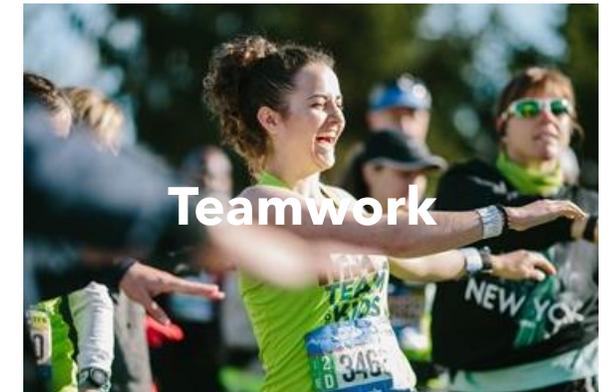


- Core Values

THE POSITION

THE PERSON

ENGAGEMENT TEAM



The Position



ORGANIZATION OVERVIEW

THE POSITION



THE PERSON

ENGAGEMENT TEAM

- Position Title
- Location
- Reports To
- [Direct Reports](#)

Chief Executive Officer

New York, NY

[New York Road Runners Board of Directors](#)

- Senior Vice President, Strategic Partnerships and Runner Products
- Senior Vice President, Finance Strategy, and Operations
- Senior Vice President, Diversity, Equity, and Inclusion
- Senior Vice President, Vice President, Youth & Community Programs
- Senior Vice President, Legal, Compliance, and Business Affairs & General Counsel
- Senior Vice President, Events, Race Director, TCS New York City Marathon
- Vice President, Marketing & Communications

The Position



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- Position Summary

New York Road Runners is known worldwide as the organization behind the TCS New York City Marathon, the largest marathon in the world and one of the six Abbott World Marathon Majors. NYRR is an institution in the greatest city in the world, drawing people from all walks of life who share a common love of running. In addition to being a key fixture on the global stage of running as well as an influential voice in the broader sports realm, NYRR is also a community-serving organization that conducts youth programs, community programs, and philanthropic running programs.

NYRR has evolved over time to become a multifaceted non-profit operation, boasting a \$100M budget with over 40 corporate sponsors; an \$80M endowment; approximately 200 staff and 9 unique programs for runners at all levels. NYRR puts on near-weekly events across all five boroughs, including its marquee marathon. Given its reach and the marathon's prominence, NYRR interacts with leadership of the City of New York on a regular basis.

The CEO of New York Road Runners is a strategist, a mission-driven leader, an operational manager and a public figure. The CEO will join NYRR at a pivotal point in the organization's history, coming out of a period of challenge and renewal, which many community- and event-focused organizations have experienced over the past two years. This fall, NYRR will put on the TCS New York City Marathon at full capacity after cancelling in 2020 and operating at a reduced capacity in 2021. The new CEO will harness this momentum to lead a New York institution and global leader in running reach its next level and continue to positively impact the city it calls home.

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- Key Responsibilities

- In collaboration with the Board of Directors, ensure NYRR is effectively delivering on its long-term vision
- Act as a global ambassador for NYRR, the TCS New York City Marathon, and the sport of running
- Keep service to runners and community as a top priority. Provide inspirational leadership and maintain an active public presence on behalf of NYRR with runners and volunteers, including at weekly races, youth programs and events, national and international events, local community events, and key public conferences and gatherings within the sport and health and fitness industries
- Lead a management team and organizational structure that enables NYRR to serve its members, deliver on its strategic objectives, and ensure the support of its mission
- Ensure NYRR's short and long-term fiscal health. Lead and challenge the team on growing revenue to reinvest in the community while increasing rigor to ensure highest efficiencies and lowest spending for greater net profitability. Ultimately responsible for annual budget, while delegating day-to-day responsibility to the senior leadership team related to events and youth and community programs.
- Continue to inspire investment from institutional and individual philanthropy to support the impact of NYRR in the NYC community
- Inspire a passionate, dedicated team to collectively take the impact of NYRR to the next level

The Person



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- Pivotal Experience & Expertise

- **Strategic Leadership** – Proven success leading through change and driving innovation to enhance an organization’s capacity and impact. An aptitude to fully leverage NYRR’s brand value and reach. A track record of upholding diversity, equity, and inclusion as values within organizations.
- **Operational Excellence** – Successful leadership in an organization of relevant size, complexity, and stature. Experience developing revenue streams, commercial partnerships, sponsorships, and licensing agreements is helpful.
- **Stakeholder Management** – An ability to effectively operate with varied stakeholders and to partner with a Board of Trustees. Strong communication and ambassadorial skills are critical.
- **Industry Connectivity** – Direct experience, either professionally or personally, with sport, health, and community. Experience with community partnerships and corporate social responsibility is useful.

- Culture Impact

- **Inspirational Leadership** – Effectively leads by delegating to and empowering staff. Motivates and inspires followership to achieve ambitious goals. Proven commitment to DE&I and track record of cultural agility.
- **Collaborating and Influencing** – Effectively engages across all stakeholder groups. Proven track record building partnerships, both internally and externally.
- **Mission Orientation** – Dedication to New York City and NYRR’s core mission of empowerment through running. Someone who is either a runner or former runner themselves, knowledgeable and passionate about the sport or dedicated to the power of the sport and wellness to empower individuals, and who has a connection to New York City.

Engagement Team

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**ENGAGEMENT
TEAM**



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Nominations and applications can be directed to: NYRRCEO@heidrick.com

Heidrick & Struggles serves the executive leadership needs of the world's top organizations as a trusted advisor for leadership consulting, culture shaping and senior-level executive search services. Our data driven solutions empower senior executives and boards of directors to transform their organizations by leveraging top talent and accelerating performance across all layers of the business.