

Cathy Griffin
The Griffin Network



Position Chief Executive Officer (CEO)

Company USA Track & Field, Inc. (USATF)

Web site www.usatf.org

Location 132 East Washington Street, Suite 800
Indianapolis, Indiana 46204
The location is under a lease extending to 2020.

About USATF USA Track & Field is the National Governing Body for track and field, long-distance running, and race walking in the United States. USATF encompasses the world's oldest organized sport, the most-watched events of Olympic broadcasts, the #1 high school and junior high school participatory sport, and more than 30 million adult runners in the United States.

CEO role The CEO manages and leads USATF in accordance with a mission statement and Board policies, giving appropriate consideration to the rules and policies of the International Association of Athletics Federations (IAAF - the world governing body), and the United States Olympic Committee (USOC). USATF serves the needs of athletes, coaches, and volunteers who participate in its programs ranging from youth to masters and grassroots to Olympians. Approximately thirty percent of time involved in the position is spent in domestic and international travel. *Candidates will receive the organizational purposes and position job responsibilities as noted in USATF Bylaws, and the current USATF strategic plan in the process of the search.*

**Desired
Experience,
Skills, and
Attributes**

- Prior CEO / President / COO or equivalent leadership experience.
- Experience with developing a strategic and visionary plan within a very dynamic environment, that can be universally accepted and executed with measurable success.
- A strong reputation of authenticity, integrity, and accomplishments with peers and other industry executives that will garner instant credibility within the USATF, USOC, and sponsor families.
- The ability to overcome obstacles with harmony. The political skill to bring diverse groups to a consensus, with skills in issues management and dispute resolution. The ability to build positive relationships with the staff and volunteer leadership.
- A sales and marketing track record of growth and success. The CEO should be a master of resources who will draw upon both staff and volunteer attributes in successfully selling USATF to external partners to increase participation as well as spectator/ viewer/ reader interest in the sport at all levels. A brand-builder for USATF.
- The proven ability to build on the organization's financial stability, as well as maintain growth.
- A proven record of hiring exceptionally talented individuals who work as a team.
- Experience with successfully and strategically addressing controversial topics with the media.

Prospective candidates and referral sources should contact

Cathy Griffin • cathy@griffinnetwork.com





CEO SEARCH FACT SHEET

Reports to USATF President (volunteer elected position)

USATF Board of Directors (31 members)

Current staff 38 staff with ten direct reports:

- Chief Financial Officer
- General Counsel
- Executive Administrative Assistant
- Director of Elite Athlete Programs (open)
- Director of High Performance Programs
- Director of Marketing
- Director of Communications
- Director of Events and Broadcasting
- Director of Grassroots Programs
- Consultant on Finance and Operations

Major Events

The quadrennial series of Olympic Team Selection events are the highlight events. In years between summer Olympic Games, the USA Indoor Track & Field Championships and the USA Outdoor Track & Field Championships are the crown jewel events of the organization. Recent sites:

2004 Indoor Track & Field @ Boston; Marathon Trials @ Birmingham, AL (men), and St. Louis (women); Track & Field Trials @ Sacramento.

2005 Indoor Track & Field @ Boston; Outdoor Track & Field @ Carson, CA.

2006 Indoor Track & Field @ Boston; Outdoor Track & Field @ Indianapolis.

2007 Indoor Track & Field @ Boston; Outdoor Track & Field @ Indianapolis; Marathon Trials @ New York (men, for 2008 Games).

2008 Indoor Track & Field @ Boston; Marathon Trials @ Boston (women); Track & Field Trials @ Eugene.

2008 50K Race Walk Olympic Trials - Miami

In addition, USATF 's Visa Championship Series each year features ten televised track meets.

International events include World Championships and Olympic Games.

Convention Annual Meeting held week after Thanksgiving; 1200 (avg.) attendees; 2008 site is Reno, NV, Dec. 3-7.

Membership 93,000 athlete members (2008 est.), 2,500 clubs, 9,500 certified officials, and 19,000 certified coaches.

USATF member organizations include: NCAA, NAIA, National Junior College Athletic Association (NJCAA), Road Runners Club of America (RRCA), Running USA, and the National Federation of State High School Associations (NFSHA). Fifty-seven Associations oversee the sport, sanction over 4,000 events, and govern member clubs at the local level.

Affiliated Organizations International Association of Athletics Federations (IAAF)
United States Olympic Committee (USOC)

Sponsors Visa, Nike, AT&T, Tyson Foods, Nissan, The Hershey Company, and 24 Hour Fitness, and suppliers that include Gill Athletics and Sport Court.

Television 10 national TV broadcasts in any given year under the control of USATF, and an additional 15 broadcasts by other entities in the sport.

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