



EXECUTIVE DIRECTOR, HOSPITALITY LEADERSHIP

UNIVERSITY OF UTAH

Location — Metropolitan Salt Lake City, Utah



The Aspen Leadership Group is proud to partner with the University of Utah and The J. Willard and Alice S. Marriott Foundation in the search for an Executive Director, Hospitality Leadership.

In a newly created role, the Executive Director, Hospitality Leadership will have the opportunity to lead an entrepreneurial effort to create an innovative hospitality management institute at the University of Utah from inception through realization. The Executive Director will serve as a visionary leader of this enterprise, working to lead and build programs that bring industry, academe, and students together to prepare University of Utah students to meet the critical needs of leadership in the hospitality industry. The Executive Director will manage the strategic infrastructure and operations of the program including developing experiential learning programs; co-curricular activities; creating lecture opportunities for executives; establishing new relationships within varying sectors of hospitality; creating program timelines; and marketing program outcomes, communications, managing budgets, fundraising, and other endeavors to contribute to the success of the program.

This new hospitality endeavor will prioritize the creation of the next generation of leaders within the hospitality industry and will be a hub for hospitality innovation, learning, and inclusion. It will focus on building impactful, creative, and innovative solutions to ensure that hospitality industry leaders across sectors including real estate, finance, parks, and recreation, are more reflective of its customers and operational workforce consistent with the University of Utah's aspiration to become a Hispanic Serving Institution. This endeavor is the product of a strategic collaboration between the University of Utah and longstanding partner The J. Willard and Alice S. Marriott Foundation. The Executive Director will collaborate with leaders and faculty in the College of Health and the David Eccles School of Business to supplement classroom instruction with cutting-edge technical experiences and exposure to experts and practitioners to prepare students for the employment in the hospitality sector. The Hospitality Leadership programs will be developed with the support of the Lassonde Entrepreneur Institute, a nationally ranked hub for student entrepreneurship and innovation at the University of Utah.

Founded in 1850, the University of Utah is the state's public flagship institution and top-tier research university. It is Utah's oldest institution of higher education. The university provides its more than 32,000 students opportunities to grow with over 80 undergraduate majors to choose from, and almost as many minors and certificates. With a motto of *Imagine, then Do*, the university encourages all learners to be active participants in the educational process and to believe that all things are possible. An institution on the rise, Utah Athletics was invited to join the Pac-12 due to both its sporting prowess and the university's strong academic and scientific research achievements. It also boasts the lowest tuition among its Pac-12 and Big Ten public peers and the lowest student-to-faculty ratio (18:1) of Utah public institutions. With an endowment of approximately \$1 billion, there is a strong network of alumni and friends that care deeply about the institution and its continued success.

The University of Utah is classified by the Carnegie Foundation among the 137 research universities with the “highest research activity” in the nation. The University of Utah is a member of the prestigious Association of American Universities, which for more than 100 years has recognized the most outstanding academic institutions in the nation. *U.S. News & World Report* ranks dozens of the university’s programs—from computer science to psychology to physics to dance—in the top 100 in the nation. It has also been ranked first for best online college for bachelor’s degree programs, best online college for master’s degree programs, and best online for doctoral degree programs by *OnlineColleges.com*. The site also ranks the University of Utah among the 20 best online colleges for adults going back to school. *College Magazine* ranks it among the top 10 best colleges for cinephiles. As an institution with a strong business school, the University of Utah is also a great place to work, having been ranked third among America’s best employers for women by *Forbes*.

The J. Willard and Alice S. Marriott Foundation, founded in 1966, is committed to creating access and expanding opportunities for all people to live and thrive in healthy vibrant communities throughout the Washington, D.C., metro region and beyond. Inspired by the Marriott family’s deep roots in the hospitality industry, the foundation within its career preparedness portfolio supports and promotes opportunities to cultivate the next generation of hospitality leaders through higher education institutions, workforce intermediaries, and community-based organizations. Investments focus on programs that offer opportunities to expose students and emerging leaders to the rich hospitality ecosystem, train them for industry careers, and to transform the field. The foundation embraces collaborative relationships with its partners across industries and sectors to drive the greatest impact. Active engagement as a leader and collaborator in the community and with grantee partners, both listening to the community’s voice and promoting their interests, is a long-held, valued practice of the Marriott family and the foundation.

REPORTING RELATIONSHIPS

The Executive Director, Hospitality Leadership will report to the Special Advisor to the President and Executive Director, Lassonde Entrepreneur Institute, Troy D’Ambrosio. The Executive Director will have the opportunity to build a team over time.

FROM THE SPECIAL ADVISOR TO THE PRESIDENT

The University of Utah, in partnership with The J. Willard and Alice S. Marriott Foundation, is seeking an individual who will create a transformative, experiential learning program for a diverse group of students interested in the hospitality industry and user experience design.

If you are looking for an opportunity to design and scale a new type of higher education learning program, I encourage you to apply. We are seeking an Executive Director to join our team and build a program from the ground up with the support of the Office of the President and The J. Willard and Alice S. Marriott Foundation. This is a unique opportunity for a professional who desires the rare chance to create a new multidisciplinary program that elevates students in partnership with industry and employers.

The University of Utah is ideally positioned to house a world-class hospitality program. The university hosted the 2002 Winter Olympics opening and closing ceremonies and the Olympic Village. The campus is located within a few miles from multiple ski resorts as well as a short drive to five national parks. Utah is known as an international tourism destination and the likely host of a future Winter Olympics game. Hospitality and tourism are major employers in the region and will continue to grow. The university has close ties to the industry and willing partners seek to be engaged in an education program.

The University of Utah is also a leader in creating innovative learning programs. One of President Taylor Randall's key initiatives is for all first-year students to have an experiential learning course as part of their general education and the new hospitality program will be part of that initiative. This position will report to the Office of the President and have regular interaction with senior university officials and work with the Deans of David Eccles School of Business and the College of Health.

—Troy D'Ambrosio, Special Advisor to President Randall and
Executive Director, Lassonde Entrepreneur Institute

THE UNIVERSITY OF UTAH'S COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION

The University of Utah celebrates the rich diversity of its staff, students, trainees, and faculty, by striving to make its campus a welcoming, inclusive, and anti-racist environment. The ways in which communication takes place should always seek to honor the humanity of each person who crosses paths with the institution, where no one perspective is more worthy than another.

The University of Utah is committed to fostering an inclusive culture by embracing diversity and equity in all of its forms. It is important that its students, staff, faculty, and guests feel included and represented at the university. The University of Utah insists on a climate of diversity, equity, and inclusion, not just because it creates a safe place for everyone, but because all are better and more empathetic when they learn what it is like to live in someone else's shoes. Because of this, the University of Utah offer clubs, events, initiatives, and many other resources to foster an inclusive environment.

Diversity, equity, and inclusion require long-term commitment, and the University of Utah is working toward creating a more inclusive and equitable culture. An Equity, Diversity, & Inclusion Committee has created a framework with two overarching commitments that will guide the school's work: Ensuring equitable systems and fostering an inclusive environment, to support a vibrant culture that welcomes, celebrates, and respects all experiences and identities.

PRIMARY RESPONSIBILITIES

The Executive Director, Hospitality Leadership will do the following:

- Develop the mission statement, goals, and strategic plan of the program in coordination with the Special Advisor and Executive Director and other key stakeholders.
- Drive a culture of innovation and best practices within the program.
- Develop program budgets and manage spending.
- Manage appropriate internal and external advisory boards in conjunction with relevant stakeholders.
- Create a strategic fundraising plan to support programs.
- Hire, train, manage, and retain high-performing staff.
- Develop a scholarship program to support students.
- Collaborate with external partners and faculty to design curriculum and co-curricular activities for undergraduate and graduate students.
- Coordinate program activities with other programs within the University of Utah.
- Steward relevant industry leaders who have the ability and desire to support the program.
- Leverage resources and the success of student outcomes to develop new partnerships and opportunities within the hospitality industry.

- Plan events, workshops, and career placement conferences to ensure robust student recruitment and engagement.
- Prepare reports, financial statements, and records on program activities, progress, status, or related special reports.
- Ensure that goals and objectives specified for the program are accomplished in accordance with priorities, time, and funding limitations, or other specification.
- Represent the program internally and externally within the community.

LEADERSHIP

Taylor R. Randall

President

Taylor R. Randall was selected by the Utah Board of Higher Education as the 17th President of the University of Utah in August 2021. An award-winning educator, innovative leader, and champion of higher education, he comes to the position with more than two decades of experience at the U, serving as both Dean of and an accounting professor in the David Eccles School of Business. He is the first alumnus since 1973 to serve as President.

Randall began his tenure building on the momentum established by his predecessors, declaring a bold vision to make the University of Utah a top 10 public university with unsurpassed societal impact. His strategy outlines three objectives: to inspire a new generation of students by revolutionizing the student experience; innovate and generate discoveries that change the world; and impact the lives of all 3.3 million Utahns. The vision includes goals to increase enrollment to 40,000 students and secure \$1 billion in research funding annually.

In his 20-plus years at the university, Randall has become known as a dynamic leader who drives growth and innovation. During his tenure as Dean of the David Eccles School of Business from 2009-2021, the school grew five-fold and now holds top 10 entrepreneurship rankings for both undergraduate and graduate programs. Seven of the school's programs are currently ranked in the top 25 in the nation. Under his leadership, the business school also expanded experiential learning opportunities and its societal impact with the creation of the Goff Strategic Leadership Center, the Kem C. Gardner Policy Institute, the Marriner S. Eccles Institute for Economics and Quantitative Analysis, and the Sorenson Impact Center.

Randall began his career at the U as a professor of accounting from 1999-2009. He received awards for the best teacher in the MBA, Executive MBA, and undergraduate programs, as well as the Brady Superior Teaching Award. His professional experience includes consulting positions with major companies such as General Motors, Dupont, and O.C. Tanner. He graduated from the University of Utah in 1990 with honors in accounting and earned an MBA and a doctorate in operations and information management from the Wharton School of Business at the University of Pennsylvania.

Troy D'Ambrosio

Executive Director, Lasonde Entrepreneur Institute

Assistant Dean, David Eccles School of Business

Special Advisor to President Taylor Randall

Troy D'Ambrosio is currently the Executive Director of the Lasonde Entrepreneur Institute at the University of Utah, an Assistant Dean of the David Eccles School of Business and holds a presidential chair in entrepreneurship. The institute assists student and faculty from idea to launch through programs, competitions, and curriculum. The Lasonde Entrepreneur Institute is ranked in the top 10 for undergraduate and graduate programs.

D'Ambrosio is co-founder, officer, and director of multiple startup companies that have attracted over \$700 million in capital including the founding of Transworld Telecommunications, which was sold to Sprint in 1996, Convergence Communications, which was sold to Lockheed Martin in 2005, and Crystal Peak Minerals, Inc., listed on the Toronto Venture Exchange. He has served as the Vice President of Investor Relations and Corporate Communication for American Stores Company, an NYSE listed company, and the Director of Mutual Fund Operations for Wasatch Advisors. He graduated from the University of Utah in 1982 and was named the Ernst & Young Entrepreneur of the Year in 2000, a v100 Technology leader in 2008, and Best in State Educational Administrator in 2009. He received the Governor's Medal in Science and Technology in 2015 and was awarded the Distinguished Impact and Innovation award by the University of Utah in 2017. He currently sits on the board of Celtic Bank, THT, Inc., and KUER.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The University of Utah seeks an Executive Director, Hospitality Leadership with the following:

- A commitment to the mission of the University of Utah—to generate and share new knowledge, discoveries, and innovations, engaging local and global communities to promote education, health, and quality of life.
- Senior leadership experience within a complex, dynamic environment.
- Experience in strategic management and an ability to execute a strategic vision for a complex organization.
- Knowledge of the hospitality industry.
- Experience developing and growing programs while leading high performing teams.
- An entrepreneurial approach and a commitment to innovation.
- An ability to manage a network of corporate partners including experience working with C-suite executives to build and nurture productive relationships.
- Experience in board development and fundraising.
- An ability to plan, analyze, retain knowledge, and show initiative and resourcefulness.
- An ability to communicate effectively orally and in writing.
- An ability to establish and maintain effective and harmonious relationships with faculty, staff, students, and supporters.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least seven years of leadership experience, preferably within an academic institution or the hospitality industry.

SALARY AND BENEFITS

The salary range for this position is \$180,000 to \$200,000 annually. The University of Utah offers a comprehensive [package of benefits](#).

LOCATION

The University of Utah is in Salt Lake City, Utah. To learn more about Salt Lake City visit visitsaltlake.com.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and a résumé of no more than four pages. ***Cover letters should be responsive to the mission of the University of Utah as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by April 14, 2023.

To apply for this position, visit [Executive Director, Hospitality Leadership, University of Utah](#).

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com.

All inquiries will be held in confidence.