



CHIEF MARKETING OFFICER

[ASPHALT GREEN](#)

New York, New York



Aspen Leadership Group is proud to partner with Asphalt Green in the search for a Chief Marketing Officer.

The Chief Marketing Officer will build and lead a comprehensive, integrated program that includes communications, marketing, and brand strategy for a 50-year-old New York City institution that brings sports and fitness to a broad range of New Yorkers, at all levels of engagement and competitiveness. The Chief Marketing Officer will design impactful marketing strategies that communicate authentically, while leveraging social media platforms and emerging technology in unconventional ways. The Chief Marketing Officer will demonstrate a propensity for understanding Asphalt Green's mission and culture, and promoting its people, values, and purpose. Through the application of creativity, strategic design, and data-driven decisions, the Chief Marketing Officer will drive growth and orchestrate targeted messaging across media in a manner that will resonate with the Asphalt Green community.

Asphalt Green promotes fitness and health for New Yorkers of all means, backgrounds, and abilities; and it provides active program partnerships with New York City Public Schools, the New York City Parks Department, the New York City Department for the Aging, and numerous nonprofit agencies. Whether through direct offerings, or in partnership with others, Asphalt Green is committed to a dual on-campus and off-campus model and looks to be a leading player in the development of high-quality sports and fitness programs and services throughout New York City.

Excellence is a guiding principle of Asphalt Green's programming, and the organization is firmly committed to providing top-notch programs, whether for the community or to its fee-paying members. Pursuant to the long-term license agreement under which Asphalt Green occupies its Upper East Side (UES) main campus, it is committed to providing at least one-third of its services on a nonprofit, no-charge basis. Through annual reports to the City's Parks Department, it measures these results and has consistently exceeded that minimum. At its Battery Park City facility—which includes a second swimming pool, exercise facilities, and small field—it also includes neighborhood schools and other community groups in its activities. Central to Asphalt Green's commitment to greater inclusion and access is its use of need-based scholarships—from summer camp to its competitive teams for committed young athletes.

Asphalt Green's core programs include *Waterproofing*—the flagship commitment to promoting water safety and deep-water swimming skills for New York City public school children—teaching more than 35,000 children, free of charge; the *Recess Enhancement Program (REP)* addressing barriers to physical activity by reclaiming the most underutilized part of the school day—recess, and providing healthy and safe play at 60 New York City public schools (pre-pandemic), free of charge; and a customized *Senior Wellness* curriculum through which senior citizens build strength and confidence, allowing them to remain active in their communities. Asphalt Green partners with schools in low-income neighborhoods that have limited access to organized sports by offering *Community Sports Leagues* at low cost to schools, providing sports opportunities—including free uniforms, professional referees, equipment, and instructional clinics with Asphalt Green coaches.

AGUA is Manhattan’s premier competitive swimming team and one of the top teams in the Northeast. Every year, the AGUA Swim Team trains more than 300 children, 6 to 18 years old, from five boroughs of New York City, northern New Jersey, and around the world. In recent years, the AGUA program has produced elite athletes who have gone on to break national records and compete in the Olympics—sending five women and men (fee-paying and on scholarship) to the 2021 Olympic trials.

Asphalt Green Soccer Club (AGSC), located at the UES campus, is New York City’s leading competitive soccer program for athletes ages 6 to 18. AGSC operates over 25 teams and 400+ athletes at the local, regional, and national levels. After committing to striving for excellence in the sport just seven short years ago, the Club is now Asphalt Green’s largest competitive program with multiple teams ranking in the top 10 in New York State—along with participation in US Soccer’s Elite Development Program and National League circuits across the country. Recent successes include two NYS Cup championships, multiple NY Cosmopolitan Soccer League division championships, and one girl’s team defeat of the number five team in the country at an elite tournament in Florida.

Across its two campuses, there are approximately 5,000 members who have access to fitness centers and aquatics facilities. Classes and programs serve all ages and abilities. There is a full range of programming in aquatics—from toddler learn-to-swim to the competitive AGUA team, masters swim, triathlon training, and senior water exercise. Equally important are the land-based programs including soccer, basketball, flag football, martial arts, baseball, and tennis.

Asphalt Green’s summer day camp has operated as Manhattan’s premier day camp since 1988, serving over 700 campers annually. The camp now operates at both the UES and Battery Park City sites offering both swim and land-based sports as well as other traditional camp activities. Scholarships are offered to eligible campers who represent the wide diversity of the NYC population.

Core to the mission of Asphalt Green is ensuring the excellence of both its facilities and programs. Whether on-campus or off-campus, beginner or Olympic level, Asphalt Green brings its deep expertise, exceptional coaching, and commitment to excellence to its free and fee-based offerings.

REPORTING RELATIONSHIPS

The Chief Marketing Officer will report to the Chief Executive Officer, Jordan Brackett. The Chief Marketing Officer will serve on the Chief Executive Officer's Senior Executive Team which includes the Chief Administrative Officer, Chief Development Officer, Chief Financial Officer, and Chief Operating Officer.

FROM THE CHIEF EXECUTIVE OFFICER

For a half century, Asphalt Green has brought people of different backgrounds together. In these times of polarization, our society needs organizations that bring people together. The new Chief Marketing Officer will help us achieve these goals.

Asphalt Green is a 50-year-old New York City institution providing fitness, community, wellness, and sports for thousands of New Yorkers across multiple generations. We have trained Olympians, national swimmers, and 35,000 children who otherwise would not have had access to pools or lessons. Every day, we bring people together, make them healthier, develop as people, and help them live longer. We are emerging from the pandemic with pre-Covid revenue, a strong endowment, and a new Chief Executive Officer and Chief Development Officer who have eyes on expanding the organization's reach.

The new Chief Marketing Officer will be a key partner in helping achieve these strategic plans. Not only will the Chief Marketing Officer help build the brand, help us expand fundraising opportunities, and drive revenue to key fee-for-service programs, the Chief Marketing Officer will be a thought partner and leader in the organization's direction. The Chief Marketing Officer will help us reach even more people in New York City and beyond.

—Jordan Brackett, Chief Executive Officer

PRIMARY RESPONSIBILITIES

The Chief Marketing Officer will

- conceive of and implement a high-performing strategic communications plan that is innovative and progressive, including messaging that extends across all media and vehicles in ways that appropriately support and reflect the mission, goals, and objectives of Asphalt Green;
- build a culture of collaboration across the organization on communications and marketing programs, set goals and measures to define success, and foster teamwork and collaboration;
- lead the effort to ensure that the organization's brand messages and standards are communicated and consistently implemented;
- set ambitious goals to build the organization's reputation and brand in targeted markets, and convey Asphalt Green's story in a way that broadens the organization's reach to a more diverse audience;
- build and oversee a team responsible for the creation of a full range of content designed to elevate and reinforce Asphalt Green's reputation and profile;
- oversee website performance and optimization;
- utilize both qualitative and quantitative methods to maximize marketing effectiveness;
- build the Asphalt Green brand and look, developing consistent branding across programs and facilities including externally and internally;
- navigate crisis communications as needed; and
- guide and support the Chief Executive Officer in his capacity as the organization's chief spokesperson and support other key leaders by ensuring that they are well briefed on key issues and appropriately involved in communications and marketing activities.

LEADERSHIP

Jordan Brackett

Chief Executive Officer

As the Chief Executive Officer of Asphalt Green, Jordan Brackett oversees a \$30 million-dollar annual operating budget, leads strategic advisory initiatives in cooperation with the Board of Directors, and manages over 400 employees across two campuses. Under his stewardship, the organization serves tens of thousands of New Yorkers from every walk of life through both its fee-based membership and free community outreach programs.

Jordan has a long and distinguished career. Most recently, he was the Executive Director of the Educational Alliance's 14th Street Y, a Jewish community center located across three sites with a pre-Covid budget of \$14 million and 400+ employees. In this role, he oversaw fundraising, strategic and capital planning, and programs including fitness and aquatics for youth and adults, as well as camp. Prior to joining the 14th Street Y, Jordan worked in several capacities in City government.

Most recently, Jordan was the Special Assistant to the Deputy Chancellor, helping oversee operations for nearly 2,000 schools. He also served in City Hall, advising Mayor Bloomberg on health and human services policies. Prior to joining City government, he was an attorney focused on financial restructuring.

Jordan graduated from Swarthmore College with honors. He graduated from Boston College Law School and attended NYU School of Law as a visiting student. Jordan has completed the New York City Marathon and multiple half-marathons.

Marcus Farny
Chief Operating Officer

As Chief Operating Officer of Asphalt Green, Marcus Farny manages and directs all business practices and operations including finance, facilities, security, and information technology. Marcus has been an integral part of many award-winning management teams and has worked closely with national and international technology companies—including Microsoft, Apple, Amazon, Google, AT&T, Verizon, Time Warner Cable/Comcast, and TomTom. For 12 Years, prior to joining Asphalt Green, he served as the COO of TransMedia Corporation, a private technology company. Marcus has a Bachelor of Arts in performance from Berklee College of Music, is a veteran triathlete, and certified USA Cycling coach. A longtime member and sponsored athlete of the Asphalt Green Triathlon Club, he has completed two Ironman and multiple half-Ironman races.

Pedro Raicovich
Chief Administrative Officer

As Chief Administrative Officer, Pedro Raicovich is responsible for tracking the organization's financial growth and development of new business opportunities. In addition to overseeing membership, fitness, sports, and rentals, Pedro is the point person for the ongoing management of and improvements to company standards and policies. With a diverse sports background, Pedro holds nationally accredited licenses from US Soccer, USA Football, and USA Basketball. He has a Bachelor of Science in community health from Hunter College and is CPR and AED certified through the American Red Cross. Growing up, Pedro played club soccer, basketball, and baseball. As a track and field athlete, he competed in regional and national competitions and was a county champion in the long jump and 400-and 800-meter races.

Renée Davis
Chief Development Officer

Renée Davis leads development strategy, fundraising efforts, and the execution of new philanthropic growth initiatives at Asphalt Green. As Chief Development Officer, she partners with generous donors, volunteers, foundations, corporations, and government stakeholders in the New York City community to expand the reach, impact, and accessibility of Asphalt Green's programs. Renée has 14 years of fundraising experience leading development programs and teams in support of scientific research, health and medicine, and higher education. As managing director for William & Mary, her alma mater, she founded and led the university's fundraising and alumni engagement office for the northeast region. Previously, Renée held multiple fundraising roles at NYU Langone Health, including as the Senior Director of Development. Earlier in her career, Renée held sales and business development roles within the commercial life sciences and genomics industry. Renée holds a B.S. in Biology from William & Mary. In recent years she learned to play golf, a longtime aspiration. While she considers herself a true multiple-sports enthusiast in every season, baseball, tennis, and soccer are at the top of her list of favorite sports.

Dean Somer
Chief Financial Officer

As Chief Financial Officer at Asphalt Green, Dean Somer oversees the accounting, billing, payroll, and purchasing departments. Dean has over 25 years of finance experience in the biotechnology, telecommunications, and energy industries.

Prior to joining Asphalt Green, he was the corporate controller at Teliris Inc., a videoconferencing technology company, where he managed domestic and international financial operations. Dean is from Peekskill, New York, and has a Bachelor of Arts in accounting from Baruch College.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Asphalt Green seeks a Chief Marketing Officer with

- a commitment to the mission of Asphalt Green—to provide access to sports and fitness opportunities for all New Yorkers and to foster a love for physical activity in underserved areas;
- experience leading marketing and communications efforts, working with leadership and colleagues to move an organization forward;
- a track record of building brand strategy and key messaging across platforms, including social media;
- exceptional writing ability, interpersonal communication skills, and facility to evaluate a range of creative work—from text to graphic design to video;
- cultural competency and sensitivity, as well as an ability to understand, respect, adapt to, and accept diverse cultural contexts and viewpoints;
- the ability to take the initiative, lead others, think strategically, and collaborate toward productive outcomes;
- the ability to build trust and consensus and manage change in a growing organization;
- the ability to quickly understand Asphalt Green's unique culture and mission and shape the organization's story in ways that resonate with all Asphalt Green stakeholders;
- the ability to manage creative professionals as well as the financial management of marketing, branding, and communications operation;
- mastery of the analytical tools used to determine the effectiveness of marketing programs and an ability to communicate the ROI of such work to leadership;
- an orientation as a team player and leader with strong management skills;
- highly refined organizational, analytical, and project management skills; and
- confidence and adaptability and ease shifting between immediate needs and longer-term strategic goals.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least seven years of relevant experience in roles with increasing levels of responsibility.

SALARY AND BENEFITS

The salary range for this position is \$180,000 to \$210,000 annually. Asphalt Green offers a comprehensive benefits package. It also encourages its team to take advantage of Asphalt Green's expertise and its facilities. Current and past executive team members include elite and beginner triathletes, marathon runners, martial arts enthusiasts, and Masters swimmers.

LOCATION

This position is located in New York City. Asphalt Green has locations on the Upper East Side and Battery Park City in lower Manhattan.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Asphalt Green as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Marketing Officer, Asphalt Green](#).

To nominate a candidate, please contact Don Hasseltine, donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.