



**CHIEF EXECUTIVE OFFICER**  
**MAKE-A-WISH SOUTHERN NEVADA**  
**Las Vegas, Nevada**  
[Make-A-Wish Southern Nevada](#)



The Aspen Leadership Group is proud to partner with Make-A-Wish Southern Nevada in the search for a Chief Executive Officer.

The CEO will play a leadership role in sustaining and growing the Chapter's fundraising and development plan by creating and strengthening key community partnerships, accelerating sponsorships, increasing major gifts, and guiding diversified strategies for fundraising. The CEO will partner with the Board of Directors to ensure they are appropriately informed, properly equipped to govern the organization, and optimally engaged in utilizing strengths to advance the mission of Make-A-Wish Southern Nevada. The CEO will represent the Chapter through effective outreach and engagement to build trust, protect brand integrity, increase collaboration, inspire action, build passion for the mission both internally and externally, and increase regional awareness. The CEO will develop and execute a clear and actionable strategy to make significant and measurable progress to achieve the Chapter's vision.

Make-A-Wish creates life-changing wishes for children with critical illnesses. It seeks to bring every eligible child's wish to life because every child deserves a childhood. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illnesses.

Last year marked the 40<sup>th</sup> anniversary of the wish that inspired the founding of the organization in 1980, paving the way for the creation of Make-A-Wish Southern Nevada in 1996. Since the Chapter's founding, more than 2,200 wishes have been granted for children in Clark, Esmeralda, Lincoln, and Nye counties, and dozens of children from other states have traveled to Las Vegas for their wish come true.

Together with generous donors, supporters, staff, and more than 30,000 volunteers, Make-A-Wish Southern Nevada and 58 other chapters throughout the U.S. have granted more than 340,000 wishes nationwide.

Make-A-Wish Southern Nevada finances endeavors through corporate sponsorships, special events, foundation grants, and individual contributions. It receives no federal or state funding. The Chapter employs approximately 15 fulltime staff, works with nearly 200 highly engaged volunteers each year, has an annual operating budget of \$4 million, and granted 158 wishes in FY2019 (the last pre-pandemic year).

Make-A-Wish is more than a great place to work — its work is life-changing. It is comprised of an inclusive and diverse group of people who, through a mosaic of backgrounds, thought, and experiences, are united in purposeful work. It is fueled and guided by its values — values that are represented in the inspired people it works with and the life-changing work it does every day.

## **MAKE-A-WISH SOUTHERN NEVADA CORE VALUES**

**We Take initiative, We're Persistent, and We Get It Done.** Share your ideas to make things better. Don't settle, work hard for excellence. Details matter, don't just check the box.

**We Use Our Imagination to Have Fun.** Be creative, anything is possible. Use your magic wand to make things happen. Laugh, dance, and play.

**We are Driven by Data.** Numbers don't lie. What gets measured, gets done. Always strive for growth and improvement.

**We Engage our Community.** Always be inclusive. Share hope with others. Seek and embrace support.

**Our Core Focus.** We ignite hope and heal through happiness by granting wishes!

## **REPORTING RELATIONSHIPS**

The CEO will report to the Chairman, Board of Directors, Jon Wolfe. The CEO will provide direct supervision to the Chief Operating Officer; Vice President, Marketing & Development; and Vice President, Mission Advancement as well as the Executive Assistant.

## **FROM THE CHAIR**

*The CEO of Make-A-Wish Southern Nevada serves as the face of our chapter – this is an opportunity for someone to shine as a local persona with one of the nation's most well-respected and recognized brands. The successful candidate joins a strong team on the rise to our annual maximum wish-granting potential. When our CEO looks back on this role twenty years from now, they can say they led a chapter out of COVID-19 times to its wish-granting peak, building the organization's reserves to grant wishes in perpetuity.*

–Jon Wolfe, Chair, Board of Directors

## **PRIMARY RESPONSIBILITIES**

The Chief Executive Officer will

- develop and oversee the execution of a fundraising plan that increases revenue, playing an active role in the identification, solicitation, and stewardship of individual gifts of \$5K and above as well as corporate sponsorship;
- recruit, retain, and engage an effective and diverse Board of Directors;
- lead activities that ensure a donor-centric culture of philanthropy is built into programs, development activities, and communications;
- ensure sustainable growth by providing strong financial vision and oversight;
- lead, manage, and hold accountable the Chief Operating Officer; Vice President, Marketing & Development; and Vice President, Mission Advancement to achieve annual goals by providing training, guidance, and direction;
- foster a culture that ensures high levels of engagement, retention, growth, effectiveness, and metrics-driven performance through investing, empowering, and leading the team of staff and volunteers;

- oversee internal customer relationship databases to provide a moves management approach to capturing and maintaining all event and donor information (Raiser’s Edge and Team Raiser);
- represent Make-A-Wish Southern Nevada through effective outreach and engagement to build trust, protect brand integrity, increase collaboration, inspire action, build passion for the mission both internally and externally, and increase regional brand awareness;
- navigate enthusiastically and collegially in the network that comprises Make-A-Wish America, other chapters, and national corporate partners; and
- with its federated model, ensure compliance with Make-A-Wish America performance standards and Make-A-Wish Southern Nevada internal controls, policies, and procedures.

## KEY COLLEAGUES



**Jon Wolfe**  
**Chair, Board of Directors**

Jon Wolfe is an accomplished entrepreneur and philanthropist based in Las Vegas, Nevada.

Wolfe is founder and CEO of House Advantage, an international customer loyalty, marketing, strategy, and technology company, and the chairman and CEO of Entourage Investment Group, where he makes major strategic equity investments in entertainment, technology and lifestyle businesses, turning them into successful, well-marketed brands, including Santa Monica Brew

Works, Axiom Cyber Solutions, and eTouchMenu.

Prior to founding his current companies, Wolfe held executive leadership roles at major gaming and hospitality companies, including Binion Enterprises, Resorts International, Horseshoe Gaming Group, and CCPI, Horseshoe’s intellectual property holding company.

Wolfe attended the University of Mississippi, the University of Memphis, and is currently enrolled at Stanford University in the Innovation and Entrepreneurship Program.

Wolfe is deeply passionate about giving back to his community. He and his family have dedicated much of their time to pediatric charities and goodwill initiatives, including Make-A-Wish and Olive Crest. He has been deeply involved in Make-A-Wish for well over a decade, and currently serves as the Chair of the Board for Make-A-Wish Southern Nevada.



**Barbara Tapp**  
**Chief Operating Officer**

A Las Vegas resident since 2001 and Chapter volunteer since 2002, Tapp currently serves as the COO of Make-A-Wish Southern Nevada. She changed careers in April 2014 after 11 years in Quality Management with The Ritz-Carlton Hotel Company. With The Ritz-Carlton, she opened (and closed) the Lake Las Vegas property before taking a regional then national role with the company’s corporate office, both working with customer satisfaction data. A summa cum laude BBA graduate of the University of New Mexico, she loves

hiking, sightseeing travel, television, and reading. Tapp graduated from the 2016 class of Leadership Las Vegas (“Shameless and Nameless”—SimSoc Blue), was named to the 2018 *40 Under 40* by *Las Vegas Weekly*, and was elected as President for her 369-unit homeowners’ association from 2008 to 2018. Though completely disinterested in and disconnected from social media, she reads the local newspaper

every morning (and has since elementary school). She can name all 50 states in alphabetical order and recite the preamble to the Constitution – all very useful.



**Nina Radetich**

**Vice President, Marketing & Development**

Before joining Make-A-Wish Southern Nevada, Radetich spent almost two decades as the evening news anchor at the NBC & ABC affiliates in Las Vegas. She was fortunate enough to use her television news platform to help the Rape Crisis Center of Southern Nevada, raising more than \$500,000 to help rape survivors through an event called *Nina's Night Out*. After her son was born, she took the plunge into entrepreneurship and founded Radetich Marketing + Media, where she helped small businesses grow by harnessing the power of the internet. Radetich earned a Bachelor of Arts in Mass Communications from UCLA. When she is not working, Radetich enjoy time with her husband, Jack, her son, Brady (10), and their two rescue mutts, Roxy and Cash. Early mornings she can be found plugged into her favorite motivational podcast enjoying the great outdoors on her bike.



**Scott Rosenzweig**

**Vice President, Mission Advancement**

Before joining Make-A-Wish Southern Nevada, Rosenzweig had a lot of interesting life and work experiences, starting at the age of six as a performer and moving to directing and choreographing for companies as diverse as Virginia Opera to Disneyland (among others). He landed in Corporate America after moving to Las Vegas in 1999, show directing the grand opening of Madame Tussaud's at The Venetian. Rosenzweig's work in Corporate America includes GameWorks (a restaurant, arcade, and bar created by Steven Spielberg, Universal Studios, and SEGA) in multiple roles for their 17 US locations during his tenure, from National Entertainment Manager, Director of Guest Experience to ending his time there as Director of Training and Development. Most recently Rosenzweig was the Service Operations Director for Caesars Interactive Entertainment, Inc. helping launch and becoming responsible for everything from Customer Support to day-to-day operations for their real money online gambling sites in Nevada and New Jersey. Rosenzweig is a graduate of Coronado High School in Scottsdale, Arizona. Rosenzweig is an avid movie and musical theatre junkie which includes collecting vintage movie posters. His best moments in life are spent with family, friends, and his spouse of 30 years, Michael, laughing about anything and everything.

## **PREFERRED QUALIFICATIONS AND COMPETENCIES**

Make-A-Wish Southern Nevada seeks a Chief Executive Officer with

- a passion for and a commitment to the mission of Make-A-Wish Southern Nevada;
- senior leadership and management experience in the nonprofit sector;
- a track record of private and corporate fundraising, including major gift (\$5K+) cultivation and solicitation;
- an understanding of marketing, public relations, and communications;
- an ability to foster strong, productive relationships with a diverse population of internal and external stakeholders and maintain a high achieving, positive team environment;
- capability as a persuasive public spokesperson with an ability to manage, influence, and inspire a wide variety of stakeholders, both internally and externally;

- business acumen and the good judgment needed to overcome obstacles and drive an agenda forward;
- deep financial, operational, and risk management competencies;
- gravitas and superior communication skills as well as calm and grace under pressure;
- an ability to interact with diverse groups and work successfully in a collaborative, team-oriented environment; and
- an ability to connect with people and engage others in the mission of the organization.

### **DIVERSITY, EQUITY, AND INCLUSION**

Make-A-Wish is committed to championing diversity, equity, and inclusion, creating a culture that is accessible and welcoming. In turn, Make-A-Wish is uniting communities to help make more wishes possible. Its mission is most effectively fulfilled through a commitment to diversity, equity, and inclusion as core values and practice. It is only through the mosaic of different cultures, perspectives, and experiences that life-changing wishes can be granted to every eligible child. As the world's largest wish-granting organization, Make-A-Wish stands against racism and intolerance and is committed to representation and acceptance, creating a sense of belonging, and practicing fairness in creating opportunities for its wish families, volunteers, and staff.

### **SALARY & BENEFITS**

Make-A-Wish Southern Nevada offer a competitive salary and benefits package.

### **LOCATION**

This position is located in Las Vegas, Nevada. Its donated 7,500 square foot space on the Allegiant Campus embodies Make-A-Wish Southern Nevada's mission to create life-changing wishes for children with critical illnesses. *The Wishing Place* is a sanctuary where they leave their worries about their critical illness at the door and are encouraged to act, play, and dream as a carefree child.

### **APPLICATION DEADLINE**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Make-A-Wish Southern Nevada – to create life-changing wishes for children with critical illnesses – as well as the responsibilities and qualifications of the position as presented 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 Executive Officer, Make-A-Wish Southern Nevada.](#)

*To nominate a candidate, please contact Gregory Leet:*

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*