



**Brief for the position of:**  
Chief Executive Officer

## **The Role: Chief Executive Officer**

**Location: Colorado Springs, CO**

### **About USA Cricket**

USA Cricket (USAC) is the National Governing Body (NGB) for the sport of cricket (including hardball, softball, disability cricket, and all other types of cricket) in the United States and is recognized as such by the International Cricket Council (ICC). As a new organization that was recently recognized by the ICC, USAC currently supports more than 8,000 members and expects to grow significantly in 2019 and beyond, with the goal of unifying most of the estimated 200,000 players and the corresponding leagues, clubs, coaches, officials, administrators, and fans under the USAC umbrella to solidify its position as the sole governing body for cricket in the United States.

### **Summary**

The CEO is responsible for providing strategic leadership for the organization, working under the general authority of the Board and directly with the staff to establish long-range goals, strategies, plans, and policies. Interfacing with leagues, clubs, players, coaches, umpires, administrators, and fans, the CEO will represent USAC as the National Federation for cricket as recognized by the ICC and the National Governing Body for the U.S. cricket community. This individual will be the day-to-day leader of the organization, tasked with largely building USAC from the ground up in partnership with the new Board. This person must have the strategic capabilities of a visionary CEO while maintaining a “do-anything” mindset, fulfilling short-term needs like building a team, implementing world-class structures, growing and developing the membership, and generating and diversifying revenue streams.

### **Responsibilities**

- Provide overall leadership while building a staff and operations team to support the needs of USAC
- Assist with developing and implementing USAC’s mission, vision, values, and strategic priorities
- Hire, develop, and motivate a professional staff in support of the strategic priorities
- Liaise with the Board and senior executives across the ICC to increase USAC’s operating budget, supporting the NGB’s growth mindset
- Act as the primary spokesperson and ambassador for USAC and the sport
- Participate in organization-related events or associations that will enhance the organization's reputation and potential for success
- Maintain ownership of the organization’s full P&L, setting priorities for revenue generation and resource allocation to support strategic priorities and stay in line with the Board-approved budget
- Lead organizational compliance with the policies and procedures of the ICC while maintaining the organization’s nonprofit status
- Provide insightful leadership in developing programs, and organizational/financial plans with the Board and staff while executing plans and policies as authorized by the Board

- Maintain a working knowledge of significant developments and trends around global and U.S. cricket from the past, present, and foreseeable future
- Build and maintain effective relationships with USAC strategic partners including the ICC, U.S. Olympic Committee, other national cricket federations, sponsors, donors, members, etc.
- Lead commercial strategy in conjunction with senior leadership to drive revenue across multiple verticals
- Negotiate complex commercial transactions including media rights and sponsorship agreements
- Ensure USAC holds itself to the highest standards operationally and commercially, with a strong focus on how to create a best in class fan experience
- Oversee a strategic plan to educate the general US sports fan on the rules and traditions of the game of cricket
- Develop and implement strategies to expand participation in the sport at the youth and university level
- Identify opportunities to unify and bring local communities together around the game of cricket
- Ideate new ways to incorporate technology into the sport of cricket and introduce innovation to the current ecosystem
- Organize and facilitate regular and special meetings with the Board as necessary
- Other duties and projects assigned by the Board

#### **Qualifications**

- Minimum 8 years of business experience, ideally with a track record of senior leadership in the non-profit world
- Demonstrated ability to grow revenues and/or fundraise while building confidence and growing a membership base
- Proven success in effectively leading, building, managing and motivating staff
- Skilled written and oral communicator on all levels along with the ability to liaise with the Board, ICC, and other organizations within and related to the sport
- Demonstrated financial management skills, including budgeting, planning, and administration
- Ability to perform and provide clear decision-making leadership while juggling multiple responsibilities.
- Strong work ethic with a track record of delivering results in high pressure situations
- Strong interpersonal communication skills with the ability to establish and maintain relationships at the grassroots and senior executive levels.
- Must have a collaborative, team-oriented management style that engages volunteer leadership
- Must possess an entrepreneurial and visionary mindset with the ability to implement solutions that realistically embrace aspirational goals

- Proven senior leadership experience within the sports world preferred, ideally with a cricket-specific organization
- Experience growing a business from scratch and achieving scale is preferred
- Working knowledge of cricket and the international cricket scene and government structure is preferred
- Working experience in a membership organization is preferred
- Candidates must be willing to travel, work evenings, weekends, and holidays as required
- Bachelor's degree required

**Contact Information:**

Joe Becher  
Creative Artists Agency  
Email: [Joe.Becher@caa.com](mailto:Joe.Becher@caa.com)  
Office: +1 212-461-7291

Asher Simons  
Creative Artists Agency  
Email: [Asher.Simons@caa.com](mailto:Asher.Simons@caa.com)  
Office: +1 212-461-7223