



# President and Chief Executive Officer

## Muhammad Ali Center

### POSITION SPECIFICATION

**Position:** President and Chief Executive Officer

**Organization:** Muhammad Ali Center

**Location:** Louisville, KY

**Reporting Relationship:** Board of Directors

**Website:** <https://www.alicenter.org>

### THE OPPORTUNITY

The President and CEO of the Muhammad Ali Center (MAC) will provide unparalleled leadership for a unique institution headquartered in Louisville, KY, a community that has gained international attention as the epicenter of the movement for racial justice. Joining the Ali Center, at this pivotal moment in time, requires a leader to be a thoughtful steward of the extraordinary legacy of Muhammad Ali, inspiring people across the nation and across the globe through the lens of the core values of his life. As an experienced fundraiser and partnership builder, the President and CEO will ensure the financial sustainability of the organization and gain significant community investment for its future success.

Like Muhammad Ali himself, the Ali Center focuses on what brings individuals together, not what sets them apart. The Center is a “global gathering place” where people can come—online, via off-site partnerships, and in person—to learn, share, celebrate our commonalities as human beings, and formulate ways of advancing humanity today and in the future. The Ali Center’s educational goals include various delivery methods and incorporate a wide range of topics – from respect, diversity, and personal discovery to empowerment and conflict resolution.

As a dynamic and influential leader, MAC’s next President & CEO will guide the organization during its next chapter of growth as a local, nationally, and globally recognized institution encompassing a number of important core areas of focus, including the operation of an award-winning visitor experience headquartered in Louisville, furthering educational and programmatic initiatives focused on the core values of Muhammad Ali, and cultivating strategic national and international partnerships. Last summer, communities like Louisville experienced a mass reckoning over racial injustice and the President and CEO of MAC will play a significant role in partnering with various constituencies to establish the Center’s role and voice within the social justice movement.

### THE ORGANIZATION

The Muhammad Ali Center serves as both a cultural attraction and international education center that is inspired by the ideals of its founder Muhammad Ali. The Ali Center's innovative and immersive visitor experience, public and educational programming, and global initiatives carry on Muhammad's legacy and continue his life's work. Two-and-a-half levels of interactive exhibits and captivating multimedia presentations introduce Ali's epic life through the six core values by which he lives: **respect, confidence, conviction, dedication, giving, and spirituality**.

**The goal of the Ali Center is to inspire people to pursue their potential and explore the greatness that lies within.**

Headquartered in the heart of downtown Louisville, Kentucky, the on-site "visitor experience" incorporates as organizing elements, the six prevailing values through themed-based pavilions all featuring dramatic media presentations and interactive exhibits that help illustrate the "how's" of Ali's life: how he found the courage, the dedication, and the discipline to become who he is today.... how he found the conviction to stand up for what he believed...and how he turned his passion for excellence in the ring to a passion for peace on the world stage.

Much more than a place that tells the story of one man's journey, the Ali Center reaches beyond its physical walls to fulfill its mission: To preserve and share the legacy and ideals of Muhammad Ali, to promote respect, hope and understanding, and to inspire adults and children everywhere to be as great as they can be.

## **MUHAMMAD ALI CENTER AWARDS**

- TripSavvy Editor's Choice Award for "Best for Sports Fans" (2019)
- Best Designed Museum in Kentucky, Architectural Digest (2018)
- TripSavvy Editors' Choice Award for Best Specialty Museums (2018)
- Best of the Best Museums, American Bus Association (2017)
- Top Family Attraction Worth Traveling For! FlipKey.com a TripAdvisor Company (2016)
- Official Best of "Best Cultural Attraction" in the State of Kentucky (2011)
- Bronze MUSE Award for Video, The American Association of Museums, Media, and Technology Award/Exhibit "The Greatest" (2007)
- Best New Attraction Award, North American Travel Journalists Association (2006)
- Best Places List, Pathfinders Travel Magazine (2006 and 2007)
- Best Museum Environment, Silver Design Award, Event Design Magazine (2006)

## **KEY RESPONSIBILITIES**

The President & CEO will have a deep commitment to the mission and future of the Ali Center, setting the tone by which the Center will flourish and achieve the next phase of growth and development. This individual will provide the strategic leadership for 40+ staff and the Ali Center's \$5M annual budget and additional \$30M+ in assets with capacity for growth, center operations, programs.

The fact that the Muhammad Ali Center is the one place where Muhammad and his wife Lonnie have chosen to share his life and his values with the world is both humbling and exhilarating, and the Ali Center's President & CEO must understand and embrace both the responsibilities and the opportunities that this designation entails.

The President & CEO will serve as the chief spokesperson/representative of the Ali Center and will be responsible for developing key strategies for its positioning and growth,

developing strong relationships with donors, strategic partners, community, and world leaders to implement the vision and strategy. This person will have the capacity to turn a big vision into real results. The President & CEO will ensure that the Ali Center is a sustainable organization by focusing significant efforts on fundraising through individuals, corporations, foundations, special events, government grants and all other sources to support the Ali Center's mission.

Specific duties and responsibilities include:

- Providing leadership and guidance to ensure the smooth operation of the organization and accomplishment of key projects, and appropriately aligning operational strategies with the overall mission and goals.
- Cultivating and serving the current donor base, while aggressively building a new and robust donor base.
- Developing innovative initiatives, programs, and strategic partnerships to promote the Ali Center as both a physical and virtual, inspirational experience and gathering place.
- Partner with local community groups and constituencies to establish MAC's role and voice in the social justice movement.
- Oversee the Muhammad Ali Humanitarian Awards that annually publicly recognize and celebrate the greatness of people from around the world.
- Raising the profile and visibility of the Ali Center through strong programming, communications, and marketing.
- Establishing evaluation methods to measure and assess the impact of the Ali Center's programs.

## **YEAR ONE SUCCESS FACTORS**

The next few years and beyond are a critical time for the Ali Center. Year one critical success factors will include:

- Successful transition into the leadership role, earning the trust and respect among staff and the board, as well as all external constituencies.
- Advances successful achievement of fiscal objectives and fundraising goals to ensure a sustainable, healthy organization.
- Execution of a new strategic plan focused on continued growth as a nationally and globally recognized institution.
- Oversee marketing and branding efforts to raise the visibility and increase the annual volume of visitors to the Ali Center.
- Actively participates in partner organization's programs and activities internationally.

## **PROFESSIONAL EXPERIENCES/QUALIFICATIONS**

The President & CEO must be an individual who, through the combination of experience, personal characteristics, passion, and leadership skills, will design and implement strategies for the long-term financial sustainability of the Ali Center while delivering its message, content, program, and products to a world-wide audience.

In addition, the successful candidate must understand the potential impact and relevance of Muhammad Ali's life journey and the strength of his core values, and the inspiration it can offer to the individual, the community, the nation and the world.

While the Muhammad Ali Center is a non-profit institution, and among the activities of the organization is the operation of a 93,000 square foot Visitor Experience, the desired candidate is not merely someone with a strong non-profit and/or visitor center background.

The most promising candidate will be visionary, energetic, and creative and must possess the following:

- Public advocate for social justice and champion for diversity, equity, and inclusion.
- A minimum of ten years of relevant experience in increasingly responsible leadership positions. Such experience may come from –but not limited to - high profile nonprofits, educational institutions, NGOs, corporate, public or private philanthropic entities and foundations.
- A proven track record in raising significant funds from individuals, corporations, foundations, governments, and strategic partners.
- Experience in financial management and the business acumen required to develop and manage balanced partnership arrangements, licensing agreements, and institutionally based contractual relationships.
- Excellent oral and written skills to effectively represent the organization to a variety of external audiences.
- Successful experience building strategic partnerships.
- Experience serving as a catalyst for positive change, developing and implementing a strategic plan and managing multiple priorities.
- An ability to implement the objectives of the organization effectively, on time, and within budget, utilizing resources intelligently and with great sensitivity to expense management.
- An entrepreneurial spirit, hands-on approach and “roll-up-the-sleeves” style.
- An ability to work collaboratively and build consensus with a wide range of constituents (board members, staff, leaders of other organizations and companies, elected officials, foundations, and the general public) to build support and relationships consistent with the Ali Center’s mission.
- Successful track record for attracting, developing, empowering, and retaining a highly effective, motivated staff.
- Excellent interpersonal and team skills for building and fostering key internal and external relationships, particularly with individuals and groups with diverse backgrounds and needs, with sensitivity and respect for all.
- An impeccable record of integrity and results.
- Lead visionary and innovative thinking to position MAC for greater impact locally, nationally, and internationally.

## WHO YOU ARE?

### **A Leader with Passion for the Mission and Entrepreneurial and Business Mindset**

- Thinks like an Entrepreneur but knows the business and the mission-critical technical and functional skills needed to do the job; understands various types of business propositions and understands how businesses operate in general; learns new methods and technologies easily.

### **A Solution-Oriented Leader**

- Can solve even the toughest and most complex of problems; great at gleaning meaning from whatever data is available; is a quick study of the new and different; adds personal wisdom and experience to come to the best conclusion and solution, given the situation; uses multiple problem-solving tools and techniques.

### **A Leader with Creativity and Innovative Spirit**

- Can come up with the next great vision for impact; is creative, a visionary, and can manage innovation; is an effective strategist full of ideas and possibilities; sees multiple futures; has broad interests and knowledge; can both create and bring

exciting ideas to market; comfortable speculating about alternative futures without all the data.

#### **A Team Leader and Inspirational Coach**

- Manages people well; gets the most and best out of the people he/she has; sets and communicates guiding goals; measures accomplishments, holds people accountable, and gives useful feedback; delegates and develops; keeps people informed; provides coaching for today and for the future.
- Is skilled at getting individuals, teams, and an entire organization to perform at a higher level and to embrace change; negotiates skillfully to achieve a fair outcome or promote a common cause; communicates a compelling vision and is committed to what needs to be done; inspires others; builds motivated, high-performing teams; understands what motivates different people.

#### **A Leader that Communicates Effectively to Various Audiences**

- Vivid storyteller
- Superlative written and verbal communications skills.

#### **A Leader that Acts with Honor and Character**

- Is a person of high character; is consistent and acts in line with a clear and visible set of values and beliefs; deals and talks straight; walks his/her talk; is direct and truthful but at the same time can keep confidences

#### **EDUCATION**

- Bachelor's Degree
- Master's Degree preferred

#### **KORN FERRY CONTACTS**

**Inquiries, interest, and recommendations may be sent to the Korn Ferry Team at: [ALICenterCEO@kornferry.com](mailto:ALICenterCEO@kornferry.com)**