

**CHIEF PEOPLE OFFICER**  
**ASPHALT GREEN**  
**NEW YORK, NEW YORK**



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

The Chief People Officer will develop and implement comprehensive human resources strategies that align with Asphalt Green's mission and strategic plan, supporting its vision and growth, and addressing both opportunities and weaknesses. As a champion of the Asphalt Green culture, the Chief People Officer will embody and promote the organization's core values, fostering a sense of responsibility, consistency, and support across the organization and within the communities it serves.

The Chief People Officer will partner with the Chief Executive Officer and the leadership team to build out the future of Asphalt Green. This role requires a strategic leader who can design and execute top-tier strategies to attract, retain, and develop diverse talent, leveraging the Asphalt Green brand to establish the organization as a premier destination for talent. The Chief People Officer will oversee performance management processes, foster a positive and inclusive work environment, and implement strategies that assess and enhance employee satisfaction and retention. Additionally, the Chief People Officer will manage employee relations, ensure competitive compensation and benefits, and uphold legal compliance in HR policies and practices. The Chief People Officer will create a top-quality onboarding and offboarding program, focusing on professional development and smooth employee transitions.

Asphalt Green transforms lives and builds community through sports, fitness, and play for all. Asphalt Green is an iconic 50-year-old New York City institution serving New Yorkers across multiple generations. It has trained Olympians and national swimmers and athletes of every background and ability, and it has given away \$40 million worth of free swim lessons to children. Every day, Asphalt Green brings neighbors together, making them healthier, more developed as people, and helping them live longer.

Asphalt Green promotes fitness and health for people of all means, backgrounds, and abilities. 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 and beyond.

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*—its flagship commitment to promoting water safety and deep-water swimming skills for New York City public school children; 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.

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 six 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 People Officer will report to the Chief Executive Officer, Jordan Brackett and serve on the organization's executive leadership team. The Chief People Officer will oversee a team of three staff with the possibility of building out a larger team as the organization grows.

## FROM THE CHIEF EXECUTIVE OFFICER

*During our first 50 years, Asphalt Green served hundreds of thousands of people, teaching 100,000 kids to swim, giving away more than \$40 million worth of free swim lessons, serving as a community anchor, running top-notch soccer, basketball, fitness and sports programs, and making people's lives longer and healthier. But this was just the tip of the iceberg.*

*When I joined Asphalt Green in September 2022, we had emerged from the pandemic with a return to pre-Covid revenue, solid staff, excellent programming, and a world of potential. We are now entering the most exciting time in Asphalt Green's history, and the new Chief People Officer will be a key part of it.*

*In the two years since, we have developed a strategic plan to broaden our impact to provide sports, fitness, and play to people of all backgrounds. To do so, we are laser-focused on growth, expansion, and new opportunities. We have developed a new brand, built a stronger team, hired a new website developer, created an adaptive program unit, doubled our fundraising targets, obtained the largest operating grant in Asphalt Green's history, and created a pace to increase our revenue by 40%. And we are just getting started.*

*To achieve our goals, we need an innovative, collaborative, strategic, and affable Chief People Officer. At Asphalt Green, our greatest asset is our people, and I need a thought partner to find the right people, train and develop them, and set a culture where they can thrive. Our first-ever Chief People Officer will be an architect who helps us reach our full potential.*

— Jordan Brackett, Chief Executive Officer

## PRIMARY RESPONSIBILITIES

The Chief People Officer will

- develop and implement comprehensive HR strategies that are aligned with the mission and strategic plan of Asphalt Green, support the organization's vision, growth plan, and opportunities, and address its risks and weakness;
- partner with the Chief Executive Officer and leadership team to map out and implement a bold plan for Asphalt Green's future;
- serve as a champion of Asphalt Green's culture, identifying and modeling the organization's core values, and building a sense of responsibility, consistency, and support by celebrating and living those values across the organization and within the community;
- design and execute best-in-class strategies to attract, retain, and develop diverse talent by developing a strong recruitment infrastructure, leveraging the Asphalt Green brand, and distinguishing the organization as a destination for talent;
- establish performance management processes and systems that drive accountability, recognize achievements, and support professional development;
- foster a positive and inclusive work environment by promoting a culture that values open communication, collaboration, and respect;
- be the chief architect for all Diversity, Equity, and Inclusion (DEI) programs and initiatives.

- implement strategies that assess employee satisfaction, measure morale, and increase retention including surveys, focus groups, and recognition programs;
- oversee employee relations activities, including conflict resolution, disciplinary actions, and grievance procedures, ensuring fair and consistent application of policies;
- implement a culture of professional development, including comprehensive learning and development programs that support pathways for growth into new roles;
- ensure the implementation of a competitive compensation and benefits program that attracts and retains top talent, and ensures pay equity and market competitiveness;
- develop and implement HR policies, procedures, and practices that mitigate legal risks and ensure a fair and inclusive workplace;
- use data and feedback mechanisms to track and measure employee satisfaction, performance, and other key performance indicators;
- manage the onboarding and offboarding processes for employees, ensuring seamless transitions and compliance with organizational policies; and
- establish and communicate telecommuting and remote policies and practices that recognize both the advantages of in-person teamwork and the increased quality of life that telecommuting and remote work offer.

## **LEADERSHIP**

### **Jordan Brackett Chief Executive Officer**

As the Chief Executive Officer of Asphalt Green, Jordan Brackett oversees a near \$40 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 over 550 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.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Asphalt Green seeks a Chief People Officer with

- a commitment to the mission of Asphalt Green—to provide access to sports and fitness opportunities for all and to foster a love for physical activity in underserved areas—and an ability to champion the culture of the organization while serving as a role model for Asphalt Green's core values;

- an ability to serve as a leader beyond the human resources function and participate in the design and direction of the organization into the future;
- experience developing and implementing comprehensive, mission-focused human resources strategies across an organization of similar size and scope;
- experience designing and executing innovative recruitment practices and teams that attract, retain, and develop diverse talent;
- experience establishing performance management processes and systems that drive accountability, recognize achievements, and support professional development;
- an ability to foster and model a positive and inclusive work environment by promoting a culture that values open communication, collaboration, and respect;
- experience designing and implementing protocols that assess employee satisfaction and provide actionable results;
- experience overseeing employee relations activities, including conflict resolution, disciplinary actions, and grievance procedures;
- a commitment to professional development, including comprehensive learning and development programs that support pathways for growth into new roles and greater responsibility;
- experience designing, implementing, and continually assessing competitive compensation and benefits programs;
- experience developing and implementing HR policies, procedures, and practices that mitigate legal risks and ensure a fair and inclusive workplace;
- experience designing and managing onboarding and offboarding processes for employees that ensure seamless transitions and minimal disruption; and
- comfort with change management and an ability to exude confidence and compassion during times of organizational transition.

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least eight years of experience overseeing the human resources function at an organization of similar or larger size and scope. Asphalt Green will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the organization, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

#### **SALARY AND BENEFITS**

The salary range for this position is \$200,000 to \$220,000 annually. Asphalt Green offers a comprehensive benefits package. It 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 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 People Officer, Asphalt Green](#).

To nominate a candidate, please contact Don Hasseltine, [donhasseltine@aspenleadershipgroup.com](mailto:donhasseltine@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*