

## POSITION PROFILE

On behalf of our client, Twin Cities In Motion,

CohenTaylor Executive Search Services  
is conducting a retained executive search for its

## PRESIDENT



***TWIN CITIES  
IN MOTION***



## Twin Cities In Motion

Twin Cities In Motion (TCM) organizes the region's premier running events, including the Medtronic Twin Cities Marathon, a Top 10 U.S. Marathon. With a mission of promoting healthy lifestyles through running events and community outreach, TCM contributes a portion of every race to local youth and professional athletes. The goal is simple—to inspire the runners, friends, families and communities it reaches. While inspiring fitness and wellness, one mile at a time among children, families, individuals, and corporations, TCM offers more than 21 premier race events annually for all ages and abilities. 6,000 dedicated volunteers embody the spirit and backbone of these well-organized events. Twin Cities In Motion is a 501(c)(3) nonprofit organization promoting healthy lifestyles through running events and community outreach since 1982.



**TCM's Purpose:**  
**MOVE. TOGETHER.**

Learn more at  
[www.tcmevents.org](http://www.tcmevents.org)

## Vision

A community that engages each other through movement, making for a healthier society both socially and physically.

## Mission

TCM exists to ignite everyone's inner athlete, providing the best in class experience events for everyone regardless of ability, age or background.

## About Twin Cities In Motion

Throughout its 39 years, TCM has had an illustrious history of hosting USATF National Championships in the 1 Mile, 10 Mile and Marathon. Over 30 USATF National Championships have been hosted by TCM. The Medtronic Twin Cities Marathon course is a Boston Qualifier and U.S. Olympic Trials Qualifier. Approximately 12% of runners qualify for the Boston Marathon each year.

The Medtronic Twin Cities Marathon serves as the financial foundation for the nonprofit and represents the majority of its annual revenues of over \$5 million. TCM has 16 full time employees and a board of directors comprised of 16 members.

The Medtronic Twin Cities Marathon is run in October and is a top 10 event in the U.S. It has been recognized by runners as a “must do” event because of its diverse course, organization, and tons of fan support. The current operational team has been together for approximately 10 years and has built systems and processes to become a 5-star event ranked by runners who have run the event. Runners' World has called the Medtronic Twin Cities Marathon “one of America's most beautiful urban marathons”.

In addition to the Medtronic Twin Cities Weekend of Events, TCM also manages or owns over 12 other events in the Minneapolis/Saint Paul metropolitan area.



## An Event for Everyone

No matter your age, ability, or pace, Twin Cities In Motion has an event for everyone. TCM's purpose is to provide event platforms for everyone to experience the love of moving, whether they are a participant, supporter, spectator, or the community at large. They do so by removing barriers to participation, by supporting the running community specifically today, and by partnering with other nonprofits to help them advance their causes.

Due to the ongoing COVID-19 pandemic, Twin Cities In Motion has decided to conduct its remaining 2020 events virtually, without in-person aspects. The decision was guided by public health officials and the Twin Cities In Motion medical directors and was made with the safety of participants, volunteers, spectators, and the community at large foremost in mind.

Twin Cities In Motion has always prided itself on doing the right thing - and the safest thing - for its runners, spectators, volunteers and the community at large. At present, TCM is focusing their planning on robust and engaging virtual events and are committed to putting on high production value, large-scale running events once the opportunity returns. They plan to produce a 40th annual edition of the Medtronic Twin Cities Marathon that is a safe and secure celebration of running and the community on Sunday, October 3, 2021.



## Race for a Cause

The Medtronic Marathon raises nearly \$1 million for 30 charity partners each year.

## Volunteer

Over 350 dedicated volunteers work year-round to plan all of TCM's events and activities. Over 6,000 volunteers are recruited to work TCM's events.

## Professional Athletes

TCM believes in supporting the sport of running and does this in three ways: by helping support athlete development, hosting championships, and offering prize money.



## The Role

Twin Cities in Motion is currently seeking a dynamic, inspirational, and visionary leader with change management experience and with the leadership agility to guide the organization through its next phase. This leader has an incredible opportunity to grow and evolve TCM from a successful event planning function to a community enhancing, fitness-focused organization with a roadmap for influence beyond currently acknowledged running events.

The President is the face of the TCM enterprise and the senior leader responsible for fulfillment of TCM's mission, vision, and all aspects of TCM's planning and operations. This person will be an experienced, strategic leader who will maintain and build a world-class experience for TCM customers while growing its contributions and presence in the communities of Minnesota.

The President will be a big picture thinker who both appreciates the legacy brand of TCM and will drive innovative thinking. The board seeks an experienced and innovative leader who will be responsible for helping set the future strategic direction of the organization with the board. Among other things, this new President will be responsible for working with the staff and external stakeholders to administer a financially solid organization, expand program areas, and create new sources of revenue toward a sustainable funding model.

## Reporting Relationships

The President reports directly to the chair of the TCM board of directors, supported by a 16-member board of directors. This person will be responsible for management of TCM employees, including four direct reporting relationships:

- Executive Director
- Finance Manager
- Director of Sponsorship Partnerships
- Director of Marketing



## Key Accountabilities

The President of Twin Cities In Motion is responsible for strategic leadership of both internal and external stakeholders. Specific responsibilities include the following:

### Strategic Leadership:

- Lead development and execution of the organization's short- and long-term strategy with well-articulated, measurable goals
- Maintain awareness of the competitive landscape, expansion opportunities, and industry developments
- Develop and execute a strategy that ensures TCM leverages its purpose to be an organization where all people feel welcome to participate and that reflects the people and communities it serves

- Assess risks to the organization and ensure they are monitored and minimized
- Ensure that the organization maintains high social responsibility whenever it does business
- Lead an inclusive strategic planning and goal setting process with key stakeholders, including the board of directors
- Collaborate with the marketing team to connect the strategic plan with business objectives - increasing registrations and partnerships and enhancing TCM's organizational profile
- Manage the strategy for TCM's event consulting function and how it connects with the mission/vision and overall revenue objectives

**Outreach and External Relations:**

- Act as the face and voice of TCM, managing relationships on behalf of the organization's vision, mission, and goals
- Communicate on behalf of the organization to all external stakeholders, including the board of directors, corporate sponsors, community partners, political leaders, and 80,000 runners
- Evaluate and develop TCM's brand profile
- Advocate for policies and practices that will benefit the organization's evolving program execution
- Convene with key stakeholders regarding program execution and broader engagement

**Board Responsibilities:**

- Leverage advice and counsel of the board in setting and implementing the organization's short-term and long-term strategic plan
- Communicate regularly with board members to keep them informed of organizational progress or challenges, including implementation of strategic initiatives
- Provide administrative support for board policymaking
- Facilitate and support the board and committees by providing accurate and timely information as well as recommendations and alternatives as a basis for their decision-making

**Staff Development:**

- Cultivate and inspire a positive, equitable, and inclusive workplace culture, in which staff are valued and invested in the organization's success
- Evaluate organizational needs and develop the right team to fit them

**Fundraising and Resource Development:**

- Identify and secure strategic funding sources to support TCM's goals and to ensure a diverse financial portfolio
- Explore opportunities to identify new revenue stream opportunities within the organization
- Develop and execute on a comprehensive fundraising strategy including expanding sponsorships, grants, and individual giving; experience creating an endowment would be desired
- Expand resources by continuously seeking new revenue and business development opportunities

### Administration and Program Development:

- Lead the development and implementation of department goals with accountable metrics, objectives, policies, and priorities for sales, service, security, operations, etc.
- Develop, fund, and oversee TCM programs that serve the community
- Oversee and develop systems and processes for operational excellence, including safety, staff allocation, contractor management, and vendor procurement

### Budget and Finance:

- Oversee and summarize capital expenditure requirements and make recommendations to the board of directors for approval
- Analyze problematic situations and provide solutions to ensure TCM's survival and growth
- Ensure optimal use of TCM finances, resources, and talent



## The Ideal Candidate

The President of Twin Cities in Motion will grow and evolve the organization from a successful event planning function to a community enhancing, fitness-focused organization with a roadmap for influence beyond currently acknowledged running events. This person will be a strategic leader in assessing needs, conceiving and evaluating recommendations, and growing TCM's contributions to and presence in Minnesota communities.

The ideal candidate will possess a purpose-driven mindset, bringing the ability to convey mission and purpose to others and inspiring them to meet the collective goals of the organization. A highly developed knowledge and expertise in sales, marketing, administration, planning, and communications will be key. This person will have a demonstrated ability to maintain excellent communications with key industry partners, corporate sponsors, current and potential partners, government, and media as well as with internal stakeholders. The successful candidate will be



able to strategically and aggressively pursue new business opportunities with the board; pull the right levers to affect revenue and expenses; and anticipate and understand the needs of event stakeholders, sponsors, city officials, politicians and the community at large.

The next President will lead the organization toward its vision and continue to help develop TCM into a purpose-driven organization - one in which the community served and every TCM team member believes in not only TCM's mission but also the purpose of what TCM is and what it stands for.

### Minimum Requirements:

- Bachelor's degree required; a curious and active learner is strongly desired
- Three years of experience leading a team of direct reports and proven experience successfully leading an organization or department; the ideal candidate will bring at least ten years of senior level leadership experience
- Fundraising, business development, and/or sales experience in securing major donations/sales
- Experience working with or serving on a nonprofit board of directors

### Preferred Skills and Experience Include:

- Experience in building a purpose-driven business and/or brand
- Entrepreneurial - able to take a concept from its origin to a developed program with tangible results
- Exceptional leadership, high self awareness, and the ability to persuade and motivate others
- Outstanding verbal and written communication and presentation skills
- The ability to lead in uncertain times
- Experience in change management

**For more information or to send  
your credentials, please email**

**[TCM@cohentaylor.com](mailto:TCM@cohentaylor.com)**

**All inquiries will remain  
confidential.**



*Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities: The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.*