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CHIEF EXECUTIVE OFFICER PROFILE: PROFESSIONAL TENNIS REGISTRY WESLEY CHAPEL, FL

CHIEF EXECUTIVE OFFICER AT PTR/PPR/PPTA/PCR

We are seeking the next chief executive officer (CEO) of the Professional Tennis Registry (PTR) which has complete oversight of the Professional Pickleball Registry (PPR) Professional Platform Tennis Registry (PPTR) and the Padel Coaches Registry (PCR) The position is now available following a successful 38+ year tenure of the exiting CEO.

Located at their new facility at Saddlebrook Resort in Wesley Chapel, Florida, the new CEO will be accountable for advancing the PTR/PPR/PPTR/PCR mission and values and developing its vision and strategy in conjunction with the Board of Directors. The CEO will also be responsible for ensuring the successful implementation of that development through the management of functional groups. The CEO will lead a team of approximately 12 employees.

The next leader will seek to increase confidence in the role of the Professional in the racquets industry to maximize the benefits to its membership. The CEO will be accountable to the Board of Directors and the Executive Board, for the staff, and administrative management, and will develop a strategic plan in conjunction with the Board. He or she will manage the association within its annual operating budget and will work closely and collaboratively with the Officers, Board, Staff and the Industry.

Finally, as the largest teaching organization in the world, the organization is synonymous with pride, honor, passion, integrity, and sportsmanship and the ideal candidate shall possess all these traits.

[Click here to view a brief video about this opportunity.](#)

ABOUT THE ORGANIZATION

The PTR/PPR/PPTR/PCR are the global leader in racquet sports teacher certification, education, and professional development. With more than 20,000 members worldwide in tennis, pickleball, platform, and padel. They offer its members more than professional benefits, including on-court liability insurance, health insurance assistance, and a supplemental savings plan for retirement, and offers more than 1000 education events a year for members to improve their teaching skills and increase their business knowledge. The Organization is the standard for instructor certification. When members become certified, the credential instantly earns the trust and respect of clubs, schools, players, and recreational centers nationwide!

PTR was founded in 1976 when world-renowned coach Dennis Van der Meer saw that the sport was being held back by a lack of connection, a need for a universal teaching language, and a clear coaching progression.

Their members include many of the greats in the sport from long-standing Hall of Famers Billie Jean King and Arthur Ashe to past grand slam champions Johan Kriek and Emilio Sanchez to more recent stars Sloane Stephens, Mary Pierce, and James Blake.

As part of their dedication to growing and expanding the boundaries of the game, they host numerous events including the:

- International Racquets Conference
- International Tennis Trade Show
- PTR Wheelchair Championships

- Special Olympics National Championships

PROFESSIONAL TENNIS REGISTRY BY THE NUMBERS

- Gross Annual Revenue: 4.2+M
- Total members in PTR, PPR, PPTR, PCR: 20,000+ In over 120 Countries
- # Board Members – PTR – 7, PPR – 5
- Term Board Members – 3 Years
- Average Member Age – 50

PROFESSIONAL TENNIS REGISTRY WEBSITE: www.ptrtennis.org

CHIEF EXECUTIVE OFFICER – POSITION OVERVIEW

The successful candidate will serve as the Chief Executive Officer/Executive Director of the Organization. He/she will report to the Board of Directors and the Executive Committee and will manage all aspects of the Association including its activities and relationships between the Association and its Board, Executive Committee, members, guests, employees, community, government, and industry.

We seek an effective leader who has broad-gauged management experience and demonstrates strong managerial skills that are appropriate to not-for-profit membership associations, ideally those that include profit-earning enterprises. The goal is to not only continue to grow our membership base but to continue to create and expand the opportunities available to our members. The next CEO will ideally have worked in the sports industry or a company that interacts with it.

Key Leadership & Behavioral Competencies:

- **Strong Interest in the Game of Tennis and Related Racquet Sports:** Demonstrated strong interest in the racquets industry. Playing these games at a respectable level is an important component of this position.
- **Strategic Leadership:** The ability to create and structure an environment in line with the organization's values; the ability to gain others' support, commitment, or action to meet the organization's goals.
- **Consensus Building:** The ability to promote cooperation, collaboration, and partnerships between individuals or groups, both inside and outside the organization; ability to build and maintain trusting relationships with individuals and teams to improve organizational effectiveness; ability to work collegially with the Officers, Board, and Staff.
- **Ethics and Transparency:** The ability to understand and uphold the highest degree of ethical standards and maintain the integrity of the organization. Must lead by example in ensuring policies, practices, and federal and state laws and regulations are upheld.
- **Strategic Thinking:** The ability to adopt a long-term view of an organization's strengths and weaknesses, as well as external trends and risks to assess positioning and make decisions maximizing short and long-term performance.
- **Analytical Thinking:** The ability to see the "big picture" in complex situations by linking information or by considering an abstract or longer-term perspective; ability to break down a problem, situation, or process into its component parts; ability to understand the nature of those parts and their relationship to one another; ability to make thoughtful decisions in situations of uncertainty or risk.
- **Collaboration and Teamwork:** The ability to serve as a leader while maintaining relationships, which breed productive disagreement and debate.
- **Communication Skills:** The ability to communicate effectively, persuasively, and appropriately in oral and written form, by understanding the audience's needs, subject matter content, and urgency; the ability to work with assorted media to share and disseminate information.
- **Results-Driven Focus:** The ability to focus on short and long-term outcomes and ensure the strategic goals determined and set forth for the organization are met.
- **Careful Listening:** The ability to pay full attention to a speaker, ask appropriate clarifying questions, and respond appropriately to what has been said; the ability to read "between the lines" and make inferences based on tone.

- **Operational Leadership:** The ability to demonstrate hands-on leadership, pay attention to detail, and have a good command of operating activities.
- **Resourcefulness:** The ability to identify opportunities to use resources that are already available or are easy/inexpensive to obtain; the ability to consider the surrounding environment before making costly decisions; the ability to use imagination and creativity to navigate difficult situations.
- **Online Sales Platforms Knowledge:** Understanding tools and integrations that help accelerate sales cycles and organize all sales activity in one place. Customer relationship management and sales analytics capabilities.
- **Coaching and Developing Others:** The ability to help others increase capabilities and maximize potential.

RESPONSIBILITIES

- The strategic vision for the organization is defined, developed, and executed. Uses strategic planning to include developing broad strategies that will yield desired business results. Make sure strategies are long-term and applied to multiple stakeholders. Strategies to result in acquiring or maintaining a competitive edge. Accounts for potential threats and opportunities in strategic planning.
- The needs of organizational stakeholders are prioritized its reputation is maintained in the industry
- Ensure the organizational structure of the company is sound, and the reporting and line-item responsibilities of senior staff are appropriate for the betterment of the organization.
- All major processes are developed and run efficiently and effectively.
- Membership and services are a primary focus and are provided with value.
- Positive relationships and effective communication are established within the membership, Board, Section leaders, Committee members, racquet industry leaders, sponsors, licensees, broadcast partners, media, and staff.
- Demonstrates interpersonal relations skills; is an excellent communicator and a competent administrator; communicates effectively the Association's vision.
- Attends conferences, workshops, and meetings to keep abreast of current information and developments in the field to enhance his or her value and quality of services to the members.
- Maximization of partnership relationships and financial benefits of all contracts with sponsors, licensees, and broadcast partners.
- Ensures success in the relocation to the National Office
- Organizational implementation – Ensures that strategies are operational with the involvement of appropriate people. Makes sure accountabilities and expectations are clear. Uses a process for following up to ensure the quality of implementation. Able to orchestrate complex strategy implementation across the organization.

CANDIDATE QUALIFICATIONS

- Significant leadership, sales, business, and management experience, with direct accountability for results, in a membership organization of similar scale and complexity.
- Experience working with volunteer leaders to craft and execute a strategic vision for a dynamic organization.
- A skilled spokesperson and advocate with experience serving as the “face and voice” of an organization or industry before a variety of audiences, including legislators and regulators.
- Experience recruiting, retaining, and motivating a talented team within a culture of collaboration and transparency.
- The ideal candidate will have had or has exposure to the sports industry with a collaborative midset.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

Bachelor’s Degree is required with an advanced degree in business management, marketing, law, or other relevant advanced degree strongly preferred.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The organization offers an excellent bonus and benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the President; Ms. Lynne Rolley and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why this opportunity will be beneficial to you, your family and your career if selected.

You must apply for this role as soon as possible but no later than Monday, June 10, 2024. Candidate selections will occur in late June with Zoom interviews in early July. The first live Interviews will be held in Florida at the home offices at Saddlebrook Resort in mid-August and final interviews held in NYC, the first week of the US Open in late August.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Professional Tennis Registry”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Katy Eliades at katy@kkandw.com

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