

VICE PRESIDENT, STRATEGY JOB DESCRIPTION

TITLE: Vice President, Strategy
REPORTS TO: President, ASP College
LOCATION: Remote

Purpose: The Vice President, Strategy (the “VP”) leads and directs production of ASP’s strategic client deliverables and execution of ASP’s landscape benchmarking and analyses. Additionally, the VP contributes to commercially-focused (e.g., revenue generation, operational efficiency) and data-driven (e.g., team and athlete valuation, marketing campaign ROI analysis) strategic initiatives with ASP College and ASP Brands clients by maintaining and acquiring expertise on relevant industry trends and best practices and synthesizing such information into actionable strategies and insights for clients.

Primary Duties and Responsibilities:

- Lead and direct the creation of exceptional deliverables – including, but not limited to, strategic plans, reports, white papers, presentations, and recommendations – that help ASP’s clients generate more revenue and operate more confidently and efficiently in this dynamic new era of collegiate athletics.
- Provide guidance, training, and ongoing support to ASP’s client services staff and on-campus personnel to ensure the successful implementation and communication of client strategies and deliverables, including preparation of talking points, memos, and other internal materials to enhance the staff’s delivery of services.
- Support ASP’s client services staff in the development of plans and deliverables that address client needs, including revenue generation strategy, operational efficiency initiatives, infrastructure and program development, and stakeholder engagement plans.
- Maintain comprehensive knowledge of relevant trends and best practices in collegiate athletics and higher education – in areas such as athlete and athletics department revenue generation strategies, athletics department operations and finances, the NIL regulatory landscape, athletes’ commercial rights and benefits, and employment and quasi-employment issues – to inform corporate and client strategy.
- Conduct market research and establish systematic client intelligence gathering processes to inform the development and implementation of actionable client and corporate strategies.
- Oversee multiple projects simultaneously, ensuring timely delivery, adherence to budget, and achievement of objectives, in a manner that optimizes team performance and client satisfaction.
- Meet with and present to prospective and existing client executives, as directed by the President, ASP College and VP, ASP Brands.
- Build and maintain strong relationships with key industry stakeholders and staff at current and prospective client organizations, including athletics directors, senior administrators, marketing executives, and other decision-makers.
- Contribute to ASP’s growth by identifying new business opportunities, assisting with the development of pitch materials, participating in proposal development, and representing ASP at industry events/conferences, as directed.
- Contribute to a collaborative team-oriented culture and high-performance remote work environment.
- Ensure compliance with ASP standards and procedures and maintain confidentiality, both within ASP and with external entities.
- Perform other duties, as assigned.

Qualifications:

- 10+ years of professional experience, including demonstrated expertise creating and presenting strategic advice, solutions, and deliverables.
- Prior experience in management consulting and/or roles that require similar functional skills, including analytical thinking, critical thinking, problem solving, persuasive communication, and adaptability.
- Prior experience in professional sports and/or collegiate athletics, especially in strategic or analytical roles focused on revenue generation and/or business operations.



- Strong analytical skills and capabilities to assess performance, identify needs and trends, and make informed recommendations.
- Experience managing and facilitating organizational change, including navigating complex industry-level and client-level dynamics.
- A forward-thinking mindset, including a knack for identifying new opportunities and solutions and the ability to adapt strategies in response to changing conditions and emerging trends.
- Genuine interest and enthusiasm for collegiate athletics, with a commitment to the advancement of athlete experiences and success.
- Deep understanding of collegiate and professional athletics, including governance, compliance, finances, and operations.
- Exceptional attention to detail and prioritization, critical-thinking, and problem-solving abilities.
- Strong project management skills, with the ability to handle complex and multifaceted projects.
- Excellent communication and presentation skills, with the ability to synthesize and convey complex ideas.
- Strong interpersonal skills, with the ability to build and maintain effective relationships with clients and staff.
- High level of professionalism, integrity, and commitment to delivering exceptional client service.

To apply for this role, please compile a cover letter, resume, and list of references into one (1) PDF and email it to asp.hiring@altiussp.com with this exact subject line: "[FIRST NAME] [LAST NAME] - VP, Strategy Application".