



## **ALTIUS EXECUTIVE GENERAL MANAGER (TULANE) JOB DESCRIPTION**

**TITLE:** Altius Executive General Manager (On Campus)  
**REPORTS TO:** Director, ASP College  
**LOCATION:** New Orleans, Louisiana. Please see anticipated designation below.

**Purpose:** The Altius Executive General Manager (the “EGM”) will oversee athlete revenue and NIL efforts, including providing centralized strategy, decision-making, and execution support for critical athlete-centric issues. This position will be responsible for advancing athlete NIL efforts for Tulane University (“Tulane”) to ensure that all Green Wave athletes, administrators, coaches, staff, recruits, partners, and external stakeholders have the tools and resources necessary to maximize opportunities and successfully navigate the present and future business models of collegiate athletics.

### **Primary Duties and Responsibilities:**

- Lead the development and maintenance of a sustainable NIL and athlete revenue infrastructure that supports and maximizes the success of Tulane athletes in alignment with institutional values and priorities.
- Collaborate and coordinate with Tulane’s Director of Athletics (or designee) on all strategies and communication related to engagement with departmental stakeholders, including but not limited to, administration, coaches, compliance, fundraising entities, and MMR partners.
- Develop and maintain a comprehensive understanding of business opportunities for the local, regional, and national marketplace with various stakeholders (e.g., Green Wave Club, alumni networks, chamber of commerce, local community, and third-party constituents).
- Provide guidance on Tulane’s corporate partner NIL strategy and collaborate with MMR partner to identify opportunities, parameters, and procedures for maximizing and diversifying athlete commercial opportunities.
- Provide ongoing guidance for Tulane coaches, support staff, and administration to strategically maximize individual and departmental roles, awareness, and engagement in furtherance of supporting Tulane athletes through continued industry evolution.
- Conduct ongoing evaluation of athlete shared pool benefit cap management, budget allocation, commercial opportunities, staffing, and organizational structure to ensure Tulane is positioned for sustained competitive success.
- Coordinate consistent meetings of Tulane stakeholders, including but not limited to administration, compliance, development, external operations, strategic communications, and student-athlete enhancement.
- Oversee and direct priorities of additional future roles dedicated to athlete revenue and NIL
- Create and implement efficient and effective communication strategies to keep key university personnel and stakeholders abreast of industry trends and developments.
- Stay updated on the latest collegiate athletics trends and best practices, including legislative advancements, NCAA compliance regulations, and commercial landscape evolutions.
- Support virtual and in-person recruiting efforts as permitted by NCAA legislation.
- Regularly participate in Altius meetings regarding industry trends and best practices.
- Adapt role to maximize opportunities as the collegiate athletics landscape evolves.
- Provide regular reports to the Director, ASP College and other ASP executives.

### **Designation:**

- This position will be designated to Tulane University. It is expected that this role will require the individual to fulfill the majority of duties and responsibilities on Tulane’s campus and/or within its facilities.

To apply for this role, please compile a cover letter, resume, and list of references into one PDF and email it to [asp.hiring@altiussp.com](mailto:asp.hiring@altiussp.com) with this exact subject line: “[FIRST NAME] [LAST NAME] – Tulane EGM Application”.