

# Collegiate Sports Marketing

**Job Title: Chief Product Officer**

**Work Location: Greater Philadelphia Metro Area**

**Function/Department: Product Development, Business Management, and Product Strategy**

**Reports to: CEO**

## **Company Background:**

We are a full service collegiate sports marketing company providing top tier management of multimedia rights for athletics departments, eSports, and campuses. Our company has partnered with some of the most prestigious collegiate teams, high school state associations, and sports venues across the country. Our team designs programs that deliver the revenue and exposure needed to maximize the value of sports multi-media rights, enable capital projects, and increase fan engagement on campuses. We implement community based programs, in-venue and on-campus digital displays, influence media, marketing affiliation, eSports events, experiential entertainment, and game day implementations benefiting universities, alumni, students, and passionate fan bases. Our sports solutions maximize the true value of each school by capitalizing on partnership opportunities and prioritizing the mission, goals and objectives of the institution. Our client-centered, passionate team of sports marketing professionals has decades of experience incorporating both national and local brands' messages within these innovative media assets.

## **Essential Duties and Responsibilities:**

The Chief Product Officer is responsible for building and developing multimedia and digital products and solutions for the company and our partner schools and athletic programs. The CPO is responsible for leading a highly productive Product Development operation as well as focusing on platform business formation. This person will build, lead, and oversee the strategy, development, and performance of our solutions, services, and platforms businesses. The CPO is expected to produce an outstanding product and user experiences with the ability to lead and influence in a fast pace and challenging environment.

The CPO will support the core multimedia rights implementations at each of the schools and athletics programs with a focus on innovation and revenue generation. In addition, the CPO will be a senior business leader helping to build and run our platforms businesses. The platform business may include data analytics services, mobile apps and experiences, video platform and networks,, Subscription/eCommerce offerings, advertising and addressability technology, and membership programs.

- Own the product strategy, process, and organizational structure for the company as it scales
- Communicate and work collaboratively with the rest of the organization
- Lead and grow the development team and build necessary leadership infrastructure to support the organization
- Accountable for executing the product vision, product strategy, product content & data, and product design, overseeing all components of the product from concept to launch and post-launch
- Build and lead highly effective team to lead the platform businesses and product development
- Use and develop tools for traditional sports marketing campaigns
- Build out businesses that may include data analytics services, mobile apps and experiences, video platform and networks,, Subscription/eCommerce offerings, advertising and addressability technology, and membership programs
- Drive transformational digital growth
- Build strategic partnerships to optimize product growth and performance
- Source vendors, partners, and possible acquisitions for continued growth

## **Education, Work Experience Requirements and/or Competencies:**

- A Bachelor's Degree is required, MBA Preferred

- Minimum ten years of digital and mobile product development and management experience
- Proven success in product development and product management
- Experience building out various digital media and ad-supported platforms
- Business management and/or GM experience with financial acumen and resource allocation skills
- Strong leadership skills, emotional intelligence and unimpeachable business ethics
- Excellent verbal and written communication skills, including ability to effectively communicate with internal audiences of all levels, external customers and business partners and the Board of Directors
- Ability to work with and influence peers and management
- Self-motivated with critical attention to detail, deadlines and reporting

**Contact:**

Please email your resume to Access Recruiting at ([recruiting@accessholdings.com](mailto:recruiting@accessholdings.com))