



Vice President of Partnerships and Commercial Growth

USA Gymnastics is at a pivotal moment as the organization builds toward the LA 2028 Olympic Games and beyond. With a strong foundation in place, the next phase of growth requires a focused, disciplined commercial strategy to support our world class athlete safety, competitive excellence, participation, and long-term sustainability goals.

The Opportunity

The Vice President of Partnerships and Commercial Growth will lead revenue-generating and commercial activities for USA Gymnastics. This role is responsible for driving diversified revenue growth while ensuring all commercial efforts align with the organization's mission, values, and athlete-first culture.

This is a hands-on leadership role for a builder. Someone who can set strategy, execute, and lead a team across all commercial areas including partnerships, media, events, merchandising, licensing, and digital platforms.

Key Responsibilities

Commercial Strategy and Growth

- Own and execute USA Gymnastics' enterprise commercial strategy
- Drive diversified revenue across partnerships, media, events, merchandising, licensing, and digital platforms
- Translate the organization's strategic plan into clear commercial priorities and execution plans
- Build and execute a multi-year commercial roadmap that diversifies revenue beyond any single source and strengthens long-term sustainability

Partnerships

- Pursue and sign on multiple new partnerships with values-aligned corporate partners
- Lead the development and management of national and strategic partnerships
- Build long-term relationships with partners that enhance athlete experience, fan engagement, and brand integrity
- Partner with Program and Event Operations departments on management of endemic gymnastics brands

Media, Content and Digital Monetization

- Oversee commercial media strategy and partnerships including broadcast, streaming, and content monetization
- Identify new opportunities to grow reach, engagement, and revenue through digital platforms
- Partner with Marketing and Communications teams to operationalize marketing campaigns and maximize impact

Events and Fan Revenue

- Drive revenue performance across national championships and major events, including growth opportunities across ticket sales, merchandise, and media
- Collaborate with Event Operations and Marketing on long-term event planning and venue selection to support ticketing, hospitality, and fan experience objectives
- Drive the development of new event concepts and formats in partnership with the internal Programs team

Merchandising and Licensing

- Lead merchandise and licensed product strategies
- Negotiate agreements and oversee relationships with third-party partners
- Ensure brand consistency and cultural relevancy across consumer products
- Increase event and e-commerce revenue

Leadership and Collaboration

- Build, lead, and develop a high-performing Commercial team
- Partner cross-functionally with Events, Finance, Legal, Communications, and Programs
- Serve as a key member of the leadership team and a trusted partner to the CEO on all commercial matters

Qualifications and Experience

- 12+ years of experience in commercial, partnerships, or revenue leadership roles
- Demonstrated experience building or scaling commercial revenue platforms across partnerships, media, events, or consumer products, ideally in a growth or transformation environment
- Experience negotiating and managing complex seven-figure partnerships
- Strong leadership presence with the ability to build and motivate teams
- Strategic mindset paired with a willingness to execute
- Comfort operating in a performance-based compensation environment
- Experience within Olympic, professional, collegiate, or youth sports is a plus, but not required

Compensation and Incentives

USA Gymnastics is committed to aligning compensation with performance and impact

- This position offers a competitive base salary with meaningful upside bonus potential tied to organizational growth
 - In compliance with applicable state and local laws, compensation details will be shared during the hiring process
- Comprehensive benefits package and relocation support (if applicable)

Why This Role?

- Opportunity to shape the commercial future of the most watched Olympic sport
- Executive visibility and partnership with the CEO
- Performance-based upside aligned to real impact
- Ability to build a sustainable commercial platform during a defining, Olympic cycle with a U.S. based Games in 2028

To apply, send resume to: recruiting@usagym.org. Please include “**Vice President of Partnerships and Commercial Growth**” in the subject line of your email.

Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**USA Gymnastics is proud to be an Equal Employment Opportunity Employer.
Protection of athletes is a critical component for all positions at USA Gymnastics.**