

BOARD OF ADVISORS



WOMEN FOR TRI (#womenfortri) Powered by IRONMAN and Life Time Fitness

Mission

Triathlon has respected women as true competitors since its inception in 1974. Holding steadfast with this forward-thinking spirit, IRONMAN and Life Time Fitness pledge to champion a movement and the growth of women in the sport of triathlon across all distances and athletic abilities.

Our mission is to break down barriers to entry by providing greater access to education and relevant content and by cultivating a networked community of female athletes.

Women For Tri embodies the heart and soul of what makes the sport so rewarding: testing your ability, overcoming challenges, and realizing the full depth of your potential in the most widely recognized test of endurance – Triathlon.

Position

The Board of Advisors (BOA) will support the work of Women For Tri and provide mission-based leadership and strategic counsel.

Note that day-to-day operations will be led by the Working Team of Women For Tri, including IRONMAN and Life Time employees; the BOA

relationship is an open partnership, and active engagement/involvement of the BOA is critical.

Specific BOA responsibilities include:

Leadership and Development

- Serve as a trusted advisor in creation of 5 year strategic plan
- Be a champion of Women For Tri as an organization
- Actively collaborate with other BOA members to fulfill the mission
- Personally drive awareness of the sport of triathlon among women

Board of Advisor Terms and Participation

Women For Tri BOAs will voluntarily serve a one-year term to be eligible for re-appointment for one additional term. Board meetings will be held monthly via conference calls/webinars and other meetings will be held as needed, as determined by Working Team leaders. Initial kick-off meeting will be hosted in person (February 3-5) in Tampa, FL (travel expenses paid by IRONMAN and Life Time Fitness).

Qualifications

This is an extraordinary opportunity for an individual who is passionate about the Women For Tri mission and who has a proven track record of leadership.

Twelve members will be selected across the following categories: age group athletes (beginning-experienced), professional athletes, coaches, and entrepreneurs/executives. Experience in triathlon is preferred, however, race results do not factor into selection criteria; athletes of all athletic abilities are of value to this team.

Selected BOAs will have influence and reach (local and national consideration), triathlon affiliation (competitor, coach, partner), and currently reside in the United States (global expansion will be in phase 2).

Ideal candidates will also have the following qualifications:

- Professional and personal leadership
- An understanding of and commitment to improving some of the issues affecting women in triathlon
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity and credibility

All candidate applications will be reviewed. Top candidates may be asked to schedule a phone interview.

Timing

- Application deadline – January 9
- Finalist interviews completed – January 14
- Press release confirming Board of Advisors – January 16
- Kick-off meeting, Tampa, FL – February 3-5 (required availability) – travel expenses paid by Ironman and Life Time Fitness