



Riverlife is the premier organization in Pittsburgh focused on reclaiming, restoring and promoting Pittsburgh’s riverfronts. Riverlife is seeking a dynamic, high-energy, results-driven executive who is passionate about preserving access to the city’s rivers and riverfronts while driving responsible and sustainable world-class development. A proven collaborator, the **President & CEO** will work with existing organizations and stakeholders, investors, civic and government leaders, corporate leaders, property owners, and developers to coordinate and champion the tremendous strengths and opportunities afforded by Pittsburgh’s Three Rivers.

Mission

Riverlife’s mission is to reclaim, restore and promote Pittsburgh’s riverfronts as the environmental, recreational, cultural and economic hub for the people of the region and visitors.

Riverlife (formerly Riverlife Task Force) is a public-private partnership 501(c)(3) established in 1999 to guide and advocate for the redevelopment of Pittsburgh’s riverfronts. Riverlife works out front and behind the scenes with riverfront property owners, developers, public officials and community groups to reconnect Pittsburgh with its rivers. Since 1999, the organization has successfully brought recreation, ecological restoration and economic opportunity back to Pittsburgh’s Downtown waterfronts.

Today, Riverlife’s stewardship extends up the Allegheny River to the 31st Street Bridge, down the Monongahela River to the Hot Metal Bridge, and along the Ohio River to the West End Bridge.

Background

Pittsburgh is one of America’s iconic cities and its story of renaissance and reinvention, like its history, has been driven by the beauty and utility of its Three Rivers.

“Fifteen years ago, Pittsburghers pulled together to transform their riverfronts. The resulting public-private partnership – unique among American cities – gave downtown shorelines a 21st-century makeover that has become a national model,”
Christine H. O’Toole, noted feature and travel writer.

The world is taking notice. A recent reader’s choice poll conducted by USA TODAY ranked Pittsburgh as one of the Top 10 Riverfronts in America. Rated #5, Pittsburgh’s Riverfront is comprised of Three Rivers Park which includes a 13-mile loop of riverfront parks and trails, and projects such the Monongahela Wharf Landing, North Shore Riverfront Park, the Point State Park Fountain, South Shore Riverfront Park, Washington’s Landing and the Riverhounds Stadium.

The future is bright with promise. Pittsburgh will continue to be a world-class riverfront and a global standard for best practices in riverfront development and utilization.



Pittsburgh is ranked #5 on USA Today’s the 10 best American Riverfront’s list.

Complete Leadership Profile is detailed on pages 7-13.

Riverlife Overview

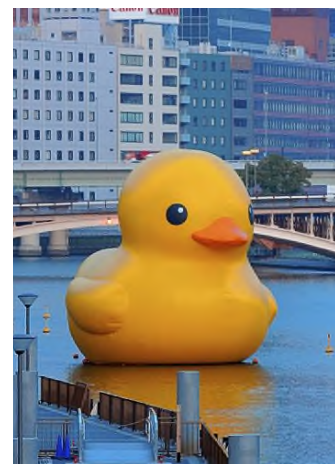
Over the course of its tenure, Riverlife has become a major advocate and facilitator of riverfront improvements in its role of advancing the “Vision for Pittsburgh’s Riverfronts” with the result that \$4.1B has been invested along Downtown waterways since 2000. For every \$1 of operating support, totaling \$13.5M at the end of 2013, Riverlife has leveraged approximately \$10 for riverfront projects totaling \$129M.

Riverlife has developed a strong presence and reputation over its 16-year life. It has partnered with city agencies to help assure high quality riverfront development and with developers to help shepherd projects through the civic review and approval process. It has not hesitated to take political and legal action when confronted with projects that do not meet the principles of its mission and vision plan. Riverlife has set into motion a number of initiatives ranging from advocacy and education to project development financing, facilitation, and management.

Riverlife has been instrumental in bringing State and Federal funding for projects and improvements at a time of economic stress for City and County government. Through active lobbying efforts in Harrisburg and Washington D.C., Riverlife has been an advocate for public investment in Pittsburgh’s riverfronts. Riverlife has also been successful in conducting a private capital appeal for funding the Point State Park Fountain restoration, and in spurring private investment by property owners at Station Square, Rivers Casino, South Side Works, and The Cork Factory Lofts.

In 2013, Riverlife’s Board revisited the organization’s agenda to complete Three Rivers Park by 2020. It is estimated that the \$129M investment of Riverlife’s first phase would be matched with a projected \$130M-\$175M+ investment to complete the Park.

During the next 10-year time frame, project types will change from a majority of publicly-owned to privately-owned riverfront of higher diversity and complexity, while the dollar amount of Riverlife’s projects is projected to exceed that of Riverlife’s first 16 years. The agenda is ambitious.



DHR International
OPPORTUNITY PROFILE

The City of Pittsburgh

The City of Pittsburgh is a model for urban growth and transformation. Long known as the “Steel City” for its place in history as the birthplace of the steel industry, the once dark and dirty city has risen like a phoenix and now stands as a new “green” city boasting some of the best examples of environmentally friendly buildings in the country. Historic names like “Steel City,” and the “City of Champions,” have made way for new monikers such as “Roboburgh” (*The Wall Street Journal*) for its dominant position in Robotics. Pittsburgh continues to transform itself as a global leader in technology (software, robotics, and life sciences), health care, and financial services while maintaining its historic ties to manufacturing.

As proof of the continuing transformation, the City of Pittsburgh was rated the “Most Livable” city in April 2007 by “Places Rated Almanac.” This is the second time that Pittsburgh has hit the top of the poll. Pittsburgh first earned the coveted title in 1985. In addition, *The Economist* ranked Pittsburgh as the 29th Most Livable City in the world in 2009; and, *Forbes Magazine* ranked Pittsburgh as the Most Livable City in 2010. And, *Liveability.com* just named Pittsburgh as the #1 Downtown in American in part because of the city river parks, “More than 8,000 people live in downtown Pittsburgh the center of this thriving metro area. Not only do residents have easy access to restaurants and retail centers, but they are within proximity to trails and parks. Located at the tip of the Golden Triangle is Point State Park, a 36-acre area that includes expansive lawns, riverfront trails and a large water fountain”

With an estimated city population of 305,841 (2013) and 2,360,867 (2013) in the seven –county MSA, Pittsburgh is a globally recognized destination city. The city features a diverse economy that blends a “world-class” healthcare and finance sector with a growing technology sector. Pittsburgh is charging into the 21st Century offering diverse career opportunities and a superior quality of life.



Historic Pittsburgh

The success of Pittsburgh today is rooted in its historic past. The first Europeans arrived in the late 1710s as traders. Pittsburgh continued to grow through the American Revolution. In 1774, Pittsburgh was the site of the short-lived Whiskey Rebellion. In 1875, Andrew Carnegie founded the J. Edgar Thompson Steel Works which eventually evolved into the Carnegie Steel Company.

The steel industry became king and by 1911 Pittsburgh was producing between a third and a half of the nation’s steel, hence the name “Steel City.” Early entrepreneurs included sirens of industry such as Carnegie, Mellon, Scaife, and Heinz. These early business leaders also created a strong philanthropic presence which still exists today. Pittsburgh is one of the largest foundation communities in existence today.

Transformational Pittsburgh

Following World War II, city leaders embarked on one of the first major urban revitalization projects known as “Renaissance” to improve the environment and quality of life. This endeavor was followed in 1977 by “Renaissance II” which focused on cultural and neighborhood development and changed the skyline of Pittsburgh.

In the mid-1980s, the steel industry imploded due to increasing global competition. As a consequence, the region underwent a traumatic shift in its economic base. Pittsburgh transformed from a dominant manufacturing focus to the diversified economy of today which features technology, healthcare, services and distribution. Pittsburgh is, perhaps, the best example of total urban transformation in the United States. The process continues!



Futuristic Pittsburgh

“Roboburgh,” “America’s Most Livable City,” “Transplant Capital of the World,” are new monikers that depict Pittsburgh TODAY! And the accolades continue – *Forbes* recently identified Pittsburgh as one of the most “affordable housing markets,” and a recent survey of city executives found that Pittsburgh is recognized as a “Sports Center” because of Pittsburgh’s professional sports teams – NFL Steelers, NHL Penguins, and MLB Pirates. Pittsburgh is also recognized by sports aficionados as “The City of Champions.”



Technology is one of the new economic sectors that are driving Pittsburgh into the 21st Century. Healthcare and medical research also dominate the Pittsburgh economic landscape. Medical research in Pittsburgh dates back several decades to the 1950s with the development of the polio vaccine by Jonas Salk. Medical device and life science firms are proliferating in Pittsburgh due in part to research being conducted at the University of Pittsburgh, but also because of the leadership of organizations like the Pittsburgh Life Sciences Greenhouse which is supported by an ever increasing number of venture capital firms.



One of the largest employers in Pittsburgh, the University of Pittsburgh Medical Center (UPMC), maintains its corporate headquarters in the tallest building in downtown Pittsburgh.

Pittsburgh is also home to organizations like the Green Building Alliance, a recognized world-leader in “Green” concepts, programs, and expertise. Pittsburgh’s focus on “Green” buildings and complimentary work to clean-up the environment has earned Pittsburgh the ranking as one of the 10 “Cleanest Cities” by *Forbes Magazine* (April 2007). And Pittsburgh is home to a nationally acclaimed “Green” Convention Center which is located along the Allegheny River in downtown Pittsburgh.



Pittsburgh's Economy

As Pittsburgh's economy has transformed from a manufacturing centric base to a diverse healthcare, finance and technology services format, the mix of Fortune 50, 500, 1000, and growth-oriented technology firms has changed:

<u>Fortune 500</u>	<u>Fortune 1000</u>	<u>Technology</u>
Consol Energy	American Eagle Outfitters	Apple Computer
Dick's Sporting Goods	Education Management Corporation	Bayer Healthcare (Medrad)
H.J. Heinz Company	EQT Corporation	Google
Mylan	GNC Holding Inc.	Philips-Respironics
PNC Financial Services	Kennametal	Seagate
PPG Industries	WABTEC	Yahoo
U.S. Steel		
WESCO International		

The largest employers in the city of Pittsburgh are the University of Pittsburgh Medical Center, and PNC Financial Services Group, followed closely by the University of Pittsburgh. Other major employers include the operations center for Alcoa, the North American headquarters for Bayer, GlaxoSmithKline, Lanxess, FedEx Ground, Ariba, and Rand. Guru.com, 84 Lumber, Giant Eagle, Highmark, and rue 21, are major non-public companies with headquarters in the region.

Other major companies headquartered in Pittsburgh include Mylan Laboratories, General Nutrition Center (GNC), and CNX Gas (CXG), a subsidiary of Consol Energy.



City Government

The City of Pittsburgh's government is comprised of a 9-member city council and a strong mayor. There are no term limits in city government. In January 2014, Bill Peduto was sworn as the mayor of Pittsburgh following his 19 years as staff then Member of City Council. Mayor Peduto and Allegheny County Executive Rich Fitzgerald have embraced the mission of Riverlife over many years by encouraging partnership to accomplish mutual goals of riverfront development. Riverlife has also earned the respect of State and Federal elected and appointed office holders.



Riverfront Growth

Pittsburgh’s economy has changed and is continuing to change, but nowhere is change and growth more apparent than on the riverfronts.

Underway:

- Allegheny River Green Boulevard
- Mon Wharf Switchback
- Point State Park Connector

Future:

- Allegheny Landing
- Almono
- Riverfront Lighting Plan
- West End Pedestrian Bridge

Completed:

- 16th and 31st Street Bridges
- Convention Center Riverfront Plaza
- Hot Metal Bridge
- Monongahela Wharf Landing
- North Shore Riverfront Park & Trail
- Point State Park Fountain
- Point State Park
- Point State Park Renovation
- Riverhounds Stadium
- Rivers Casino
- South Shore Riverfront Park
- Station Square
- Washington’s Landing

Riverlife is supported by exceptional partnerships with organizations such as:

- The City of Pittsburgh <http://www.pittsburghpa.gov>
- The Port Authority of Allegheny County <http://www.portauthority.org>
- Visit Pittsburgh <http://www.visitpittsburgh.com>
- The Pittsburgh Parking Authority <http://www.pittsburghparking.com>
- The Pittsburgh Downtown Partnership <http://www.pittsburghdowntown.com>
- Allegheny County <http://www.alleghenycounty.us>
- Allegheny Conference on Community Development <http://www.alleghenyconference.org>
- Greater Pittsburgh Chamber of Commerce <http://www.greaterpittsburghchamberofcommerce.com>
- African American Chamber of Commerce: <http://www.aaccwp.com>
- The Pittsburgh Cultural Trust <http://pgharts.org>



Fountain Before



Fountain After

Riverlife is also fortunate that many downtown projects have been generously supported by the Western Pennsylvania foundation community, as well as, local, state, and federal governments.

President & CEO

Scope:

The successful President & CEO will be a steward of the “river vision,” a catalyst for design and project initiatives, a skillful manager, and a collaborative leader who oversees an active, complex organization involving diverse public and private partner organizations, consultants, budgets and advocacy efforts. The CEO is responsible for ongoing daily management of staff and consultants, financial oversight, records management and continued liaison with local, state, and federal organizations. The CEO will also be responsible for guiding the implementation and execution of the Strategic Plan in accordance with established benchmarks in order to meet annual goals.

Reporting to the board of directors, the President & CEO will be responsible for forming and implementing strategies for development, construction, programming, funding and long-term maintenance of Three Rivers Park. These may include but are not limited to: preparing design guidelines for a riverfront district; generating conceptual and/or schematic plans for a continuous riverfront edge; creating a comprehensive “Pittsburgh Harbor Plan” for integrated water transportation, and identifying a permanent management structure(s) to maintain Three Rivers Park and coordinate events and programs along the rivers.

Responsibilities:

Visioning, Leadership and Organizational Management

- Participates with the board, staff and stakeholders in developing a vision and strategic plan to guide the organization.
- Acts as a professional advisor to the board on all aspects of the organization's activities.
- Fosters effective teamwork between the board and CEO, and among staff.
- Directs supervision of the executive staff - approves and monitors performance expectations.
- Develops and reviews Riverlife’s operating plans and assigns responsibilities for executing the plan.
- Supports the Executive Committee; coordinates activities and manages staffing for all Riverlife committees, and oversee maintenance of all records of committee proceedings.
- Reports to the board of directors, who will evaluate job performance in accordance with the measures and goals established in the Strategic Plan.

Development:

- Initiates, plans, directs and represents efforts to maintain, increase and enhance the funding resources for the operation of Riverlife, in collaboration with the board and the management team.
- Oversees development of and reviews fundraising plans and funding proposals to increase the organization’s funds.
- Leads fundraising necessary to complete construction and address both maintenance and operations.
- Directs efforts of the board, staff and consultants to meet fund-raising goals in order to sustain operations and meet administrative expenses.
- Directs and pursues multiple strategies for raising capital funds and overseeing political and lobbying activities.
- Envisions new sustainable financial structure(s) to insure long-term viability of the organization along with continuing maintenance for existing and new projects

Communications and Public Relations

- Acts as the primary spokesperson for the organization.
- Clearly and persuasively communicates the Mission, Vision and Strategy of Riverlife to external and internal stakeholders.
- Experience working with the media and developing an organizational communications plan that is strategic, proactive and includes emerging communications platforms (e.g., social media).
- Provides leadership and oversight of communications and messaging, and establishes good working relationships and collaborative arrangements with community groups, media, funders, politicians and other organizations to help achieve the goals of Riverlife.
- Oversees the creation of a public education and communications program to raise awareness and support for Three Rivers Park on a continual basis.

Financial Management and Planning

- Ensures the financial soundness of Riverlife.
- In conjunction with the board and staff, develops and reviews the annual budgets and long-range financial plans pertaining to the physical, financial, and human resources of Riverlife.
- Ensures adequate systems in place for accounting and reporting of funds and financial results.
- Ensures the board is provided with comprehensive, regular reports on the revenues and expenditures of Riverlife, as well as other key financial and non-financial metrics of the agency.
- Recommends resource allocation decisions to the Board.

Urban Economic Development and Design

- Develops and monitors local, state and federal legislation, programs and proposals; demonstrated experience assessing potential implications and/or organizational opportunities of same.
- Utilizes principles and practices of community building employing the principles of urban planning, design guidelines, zoning, historic preservation, housing, transportation, activity programming, and open space/public realm development and utilization.
- Leads urban placemaking initiatives – planning, design and public space use.
- Creates and promotes river development standards including architectural design and aesthetics.

Institution Development & Sustainability, Community Relations and Advocacy

- Provides relationship management and directs “advocacy” efforts with key stakeholders and the public.
- Provides leadership and programmatic direction for the organization, and creates a cohesive, clear public identity.
- Keeps Board informed on carrying out its policy-making responsibility, including ex-officio membership on all Board committees.
- Works with the City of Pittsburgh, Allegheny County, and private investors as outlined in the Strategic Plan to develop a broad base of support for Riverlife through partnerships with the City, State, Federal government, private sector, philanthropic and individual communities both financial and otherwise.
- Develops and oversees working agreements with partner organizations—both public and private—in order to capitalize on the unique assets and resources available to undertake each project within Three Rivers Park proactively and efficiently.
- Represents the organization before local, state and national governmental bodies, and participates in local, regional and national organizations and activities of relevance to the goals and functions of Riverlife.
- Identifies organization’s constituency needs. Identifies and anticipates changes in the community served by the organization in terms of needs and provides for the periodic review, evaluation, and modification of Riverfront’s programs to meet changing needs.
- Maintains and enhances informal collaboration with other local organizations focused on riverfront access and utilization, including programming.

Project Oversight

- Prioritize major projects and initiatives and drives to completion.
- Oversee the operation, maintenance, and security of the riverfront to assure there are sufficient funds to support all components of the projects including perpetual stewardship (maintenance).
- Coordinate design and construction efforts relative to both public and private space portions of the river front in Pittsburgh.

Administrative Management

- Supervises, directs and evaluates senior staff in the performance of their duties.
- Hires and fires staff with counsel, when needed, from the board.
- Provides oversight and direction of the personnel function of the organization.
- Ensures implementation of policies adopted by the board.
- Maintains the organization’s facilities.
- Ensures that legal obligations of the organization are met.

Experience Required

- Minimum of 10+ years of senior level management experience, including experience leading and managing a large and diverse staff, and a multi-million dollar annual operating budget.
- Strong track record with strategic fundraising and donor/long-range resource development; experience in facilitating public/private partnerships.
- Demonstrated passion for cities/urban settings and experience managing relationships with diverse civic leaders and community stakeholders.
- Demonstrated ability to work effectively, take strategic direction from and engage the board of directors.
- Experience with the successful development and execution of a strategic plan, including aligning programs, business model, internal systems and structures, staff and board skills and finances to support that strategy.
- Excellent ability to communicate all phases of the agency's programs to the community.
- Strong financial background; experience managing and understanding financial complexities of multiple projects and budgets.
- Familiarity with public policy issues related to park development and opportunities.
- Familiarity with environmental, water quality, and commercial and recreational use standards and best practices for multipurpose river utilization.
- Capacity to work constructively with staff and identify leadership development opportunities.
- Strong computer proficiency
- Demonstrated experiences as a collaborative leader - strong consensus building skills are essential.
- Demonstrated success in fundraising and the ability to "close" a deal.
- A record of accomplishment of successful executive experience is required, including project management, financial acumen and marketing skills.
- Real estate and urban design experience, structuring contracts and project development skills are a plus.
- Experience may have been gained in corporate, academic, not-for-profit, or government sectors.
- Having lived or worked in an urban environment is strongly desired.

Behavioral Leadership Profile

Orientation to Strategy—(Appling versus Conceiving)

- Strives to keep the bigger picture in mind at all times.
- Links specific actions to what he/she is trying to accomplish in the long term.
- Uses theoretical frameworks based on a solid understanding of the industry
- Crafts ideas that often represent innovative thinking that few others have considered.
- Balances creative tendencies, and seeks input from others on how ideas can be applied in the real world.
- Maintains focus on events in the moment, and devotes little or no energy to thoughts on how events impact them personally.
- Treats people the way in which they would like to be treated, without spending much time on analyzing how to deal with each person differently.

Orientation to Execution—(Driving versus Collaborating)

- Puts emphasis on keeping considerable balance between work and personal priorities.
- Tends to avoid the spotlight preferring instead to work behind the scenes orchestrating the actions of others.
- Avoids harsh competition with others and prefers to play a collaborative role with team members, notably working to ensure that everyone is onboard with the goal as well as identifying each individual's role in the team effort.
- Solicits feedback and tries to apply what they learn from others.
- In spite of being open and accessible, does not waste time with people who are not performing to expectation and is very quick to shift emphasis from those initiatives lacking much chance of success to those more likely to succeed.
- Remains fully engaged to insure that they are making a real impact on their organization and the community.

Orientation to Process and Methods —(structuring versus Adapting)

- Places considerable emphasis on flexibility when responding to unexpected events.
- Can be spontaneous, while at the same time employing enough caution to avoid making missteps that might create significant adverse consequences.
- Prefers having leeway in organizing approaches to situations, doing most of the organizing in their heads, leaving opportunities for quick adjustments as circumstances change.
- Thrives in environments characterized by frequent crises and unanticipated events that require deft shifts in direction and/or emphasis.

Orientation to Information Gathering—(Contemplating versus Interacting)

- Shows considerable flexibility in their style. For example, when they are with people who are highly interactive, participative, and involving, they will take on the role of listening, observing and reflecting on what others have to say, often expressing the essence of the ideas heard from others.
- However, when they are with people who are quiet and reflective, they shift into mode of drawing others into the discussion, showing enthusiasm and initiating contact to optimize participation.

Orientation to Relationships — (Evaluating versus Engaging)

- Demonstrates considerable balance between personal and professional priorities.
- Displays passion around their convictions and invites people into their confidence, while considering the viewpoints of all stakeholders involved in an issue.
- Remains both empathetic to different opinions and perceptions, but usually relies on what the data and numbers tell them when making a final decision.
- Once a decision is made, and in spite of reliance on data and logical reasoning around the issues, will display considerable passion about the direction they believe should be taken, and will successfully rally the support of key constituents necessary to effectively implement any given program or project.

Education

A Bachelor's degree is required

An advanced degree in a related area or business is preferred.

Compensation

A comprehensive, competitive compensation package will be provided.

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Pittsburgh was recently named the 3rd-best destination city for international travelers by Conde Nast. In part, the city's beauty and its Three Rivers factored in to the ranking. Pittsburgh was also ranked 5th on a USA Today readers' list as one of the top 10 best American riverfronts.

