

Executive Director, GEOPATH

Location: New York, NY

## **POSITION SUMMARY**

The Out-of-Home (OOH) industry stands at a pivotal inflection point. As Executive Director, you will serve as the chief architect of its transformation; leading not just an organization but the evolution of OOH measurement from static, legacy metrics to a dynamic, high-velocity currency built for a modern, data-driven omnichannel ecosystem.

Reporting directly to the Board of Directors, you will operate as the sole chief executive, brand steward, and industry spokesperson. In this role, you will define vision, drive alignment, and ensure accountability across stakeholders, partners, and the broader marketplace.

Successfully lead Geopath through the Advanced Measurement Project, the collaborative initiative between Geopath and the Out of Home Advertising Association of America to develop the next generation of out of home audience measurement, and reposition OOH as a fully measurable, interoperable, and indispensable component of the global media mix; no longer viewed as a silo, but as a foundational pillar within integrated marketing strategies.

The core responsibility of the Executive Director is to provide senior-level direction and oversight of Geopath's current partners while cultivating new partnerships to advance strategic transformation in measurement, asset management, member engagement and omni-channel growth. Ensuring clear accountability, alignment to strategic objectives, and disciplined governance are critical, while protecting the independence, transparency, and credibility required of an industry-trusted measurement standard. Additionally, the Executive Director is responsible for ensuring the organization operates within the parameters of the annual budget.

This role demands executive presence, strategic confidence and operational rigor, balanced with experience and comfort managing through divergent needs, ideas and competing priorities to yield a consensus and unified outcome.

## **KEY RESPONSIBILITIES**

### **STRATEGY & INDUSTRY LEADERSHIP**

- Participate in the development and lead the execution of a multi-year strategic plan to deliver advanced measurement into the industry.
- Potential to leverage existing tool sets, advance new partnerships and create a strategic roadmap building confidence into the OOH measurement deliverables
- A comprehensive understanding of the broader media industry with the ability to deliver and execute on a strategy for greater media engagement outside of OOH
- Establish and maintain clarity between Geopath's responsibilities and those of its supporting partners, delivering transparency, governance integrity, and industry trust.

- Establish clear boundaries, roles, and decision-rights between Geopath and its partners to reinforce trust, credibility, and operational clarity for members and the broader industry.
- Serve as the visible, credible industry leader, representing OOH confidently in conversations with major advertisers, holding companies, IAB, ANA, Aquila, and other media trade organizations to drive omni-channel growth and competitiveness
- Drive consensus among advertisers, agencies, and media owners while making decisive, sometimes difficult, leadership decisions when required.

## **FINANCIAL STEWARDSHIP & BUSINESS MANAGEMENT**

- Oversee Geopath’s approximately \$13mm annual budget, funded through membership dues.
- Act as a prudent financial steward, ensuring transparency, sustainability, and alignment with strategic priorities.
- Identify opportunities to retain and grow membership, strengthen value delivery, and explore diversified revenue models aligned with Geopath’s mission.
- Partner with external accounting firms, the Finance Committee and broader Board to manage the approved budget, deliver on forecast, identify risk, and enable long-term financial health.

## **ORGANIZATION & TALENT LEADERSHIP**

- Lead and inspire a team of approximately 16 employees, including a senior leadership team of four.
- Build a culture that is collaborative, inclusive, accountable, and receptive to change.
- Operate Geopath as a business—balancing innovation with execution discipline and operational excellence.
- Manage a hybrid and decentralized workforce effectively, ensuring clarity, alignment, and performance.
- Focus the organization for transformation from existing ways of business to strategic improvements for the broader industry.

## **GOVERNANCE & BOARD RELATIONS**

- Partner closely with a 20-member Board of Directors and a nine-member Executive Committee representing advertisers, agencies, and media owners.
- Partner with the Board and Executive Committee to provide oversight and governance of critical delivery partnerships, including performance evaluation, risk management, financial assurances and strategic alignment.
- Prepare and lead bi-annual Board meetings and regular Executive Committee sessions.
- Work within Geopath’s Bylaws and governance framework while providing proactive leadership and counsel on strategic matters.
- Maintain strong, transparent relationships built on trust, credibility, and clear communication.

## **COMMUNICATION & BRAND STEWARDSHIP**

- Serve as Geopath’s primary external spokesperson, communicating with authority on OOH measurement, effectiveness, and industry evolution.
- Elevate Geopath’s profile and influence into other media channels through thought leadership, partnerships, and industry engagement to bring positive focus to OOH.
- Ensure consistent, transparent communication with staff, members, and governance bodies.
- Champion education, training, and clear adoption of Geopath’s measurement tools across the marketplace.

## CANDIDATE PROFILE & QUALIFICATIONS

Geopath seeks a highly respected senior media executive with a track record of leading organizations through meaningful transformation. While experience running a membership organization or non-profit is valuable, it is not sufficient on its own.

The ideal candidate will bring:

- Senior leadership experience within media, data, technology, measurement, or adjacent ecosystems, with strong credibility across channels—not just OOH.
- A deep understanding of the modern media landscape and how audiences, data, and measurement drive investment decisions.
- The ideal candidate will have prior experience overseeing complex, high-stakes partnerships with external data, technology, or measurement providers—demonstrating the ability to set direction, maintain accountability, and manage independence without diluting credibility.
- Demonstrated success leading through change, aligning divergent stakeholders, and building consensus while maintaining decisiveness.
- Strong executive presence and the ability to engage confidently with C-suite leaders at advertisers, holding companies, and industry bodies.
- Proven financial and operational acumen, including budgeting, forecasting, and KPI-driven performance management.
- An authentic, inclusive leadership style grounded in integrity, emotional intelligence, and accountability.
- Experience communicating and working through diversity of opinions and ideas at a board level
- A post-graduate degree is preferred. Experience serving on or working closely with Boards is highly desirable.

## Compensation

- Competitive salary and bonuses
- Medical, dental, vision, life insurance
- Pension and 401(k)
- Paid time off and holidays
- Commensurate with experience with a target total package of \$400,000 - \$450,000

If interested, please submit your resume to: [careers@geopath.org](mailto:careers@geopath.org)