



San Francisco Zoo *Chief Executive Officer*

Success Profile



Contents

01 Our Client

02 The Role

03 Candidate Profile

04 Contact





San Francisco Zoo & Gardens

01 | Our Client

The San Francisco Zoo & Gardens (“the Zoo” or “SF Zoo”) is designed with the underlying belief that nature-focused interaction leads to conservation action. The mission of the SF Zoo is to connect people with wildlife, inspire caring for nature, and advance conservation action.

Nestled against the Pacific Ocean, the Zoo is an urban oasis. It is home to over 2,000 exotic, endangered and rescued animals representing more than 250 species and lovely peaceful gardens full of native and foreign plants.

The majestic Leanne Roberts African Region and the Valentine Family Savanna offer a multi-species landscape with giraffes, zebras, kudu, ostriches, storks, and more. At Hearst Grizzly Gulch, visitors can get nose-to-nose with rescued grizzly sisters Kachina and Kiona. Lemurs leap through the Lipman Family Lemur Forest, the largest outdoor lemur habitat in the country. Penguin Island is home to the largest colony of Magellanic penguins outside of the wild. The Zoo’s troop of gorillas lives in the lush Jones Family Gorilla Preserve. Farm animals for feeding and petting can be found in the popular Fisher Family Children’s Zoo. The historic 1921 Dentzel Carousel and the 1904 miniature Little Puffer steam train are treasured by generations of visitors. The reimagined Elinor Friend Playground offers accessible playtime for all ages. The SF Zoo offers an engaging experience for its guests, including fun rides, educational programs and exciting events throughout the year.

The SF Zoo is proud to be accredited by the Association of Zoos and Aquariums (AZA).

The Zoo has an annual budget of \$28.2 million and approximately 200 employees.

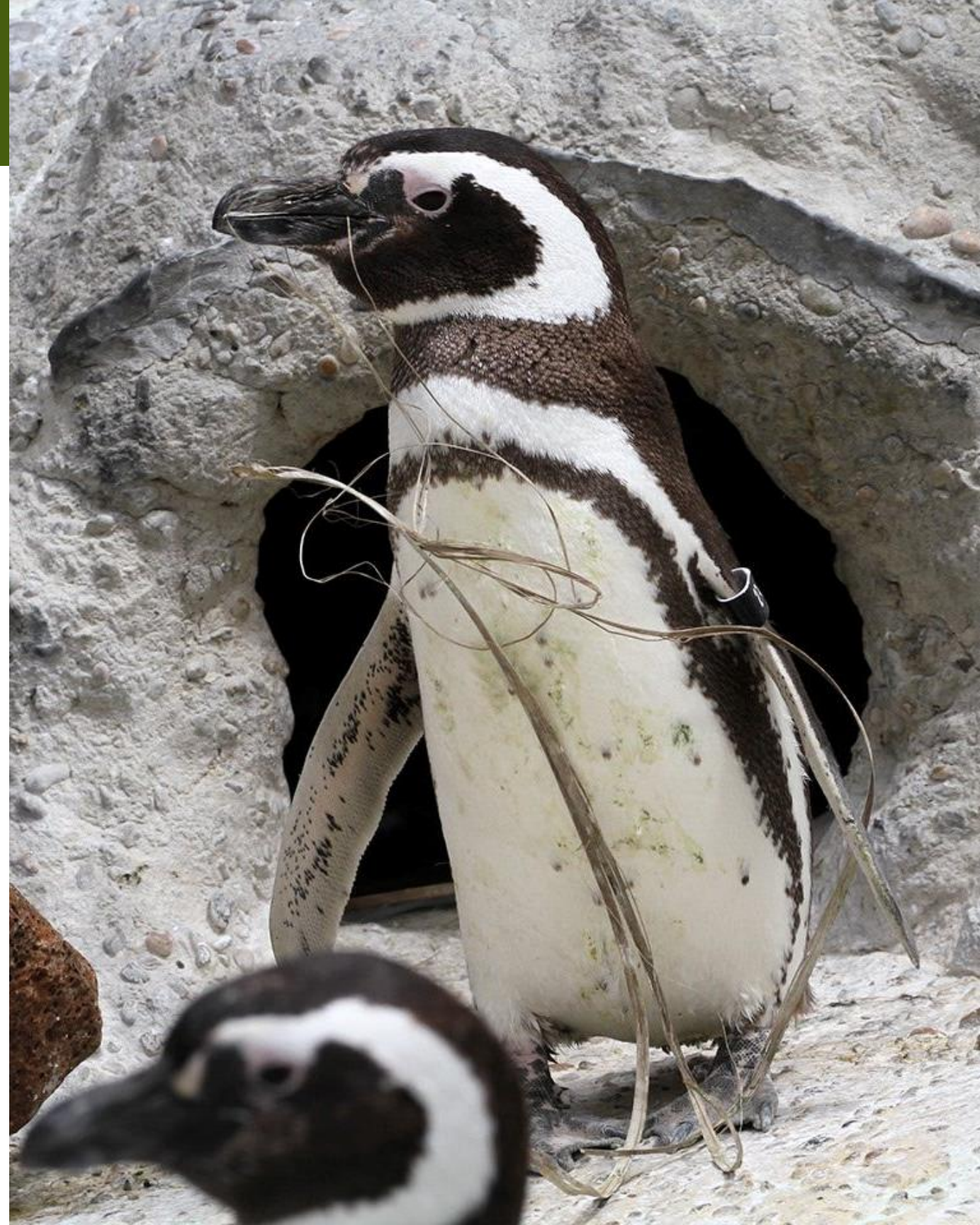
To learn more, visit: www.sfzoo.org.

San Francisco Zoo & Gardens

Our Client

The evolution of the San Francisco Zoo into what we know today has been one of steady progress towards a primary mission of conservation. The San Francisco Zoological Society's highest priorities are providing quality animal care, advancing wildlife conservation, and educating visitors about nature by connecting them with animals. The Zoo hopes to inspire their guests to connect with wildlife by creating naturalistic new habitats, renovating older exhibits, providing animals with a vast array of stimuli and behavioral enrichment opportunities, and presenting unique opportunities through which to experience nature.

The Zoological Society took over management and operations of the Zoo in 1993 from the City of San Francisco in a unique public/private Lease Partnership Agreement. Since then, the Society has made improvements and rebuilt exhibits throughout the Zoo.



Our Client: San Francisco Zoo & Gardens



Animal Species and Endangered Species

7,629 total animals representing 287 species

Includes both animals housed at the Zoo and those in conservation programs

60 species are on the IUCN Red List — about 37% of all species cared for at SF Zoo

Mammals: 151 individuals / 56 species

Birds: 233 individuals / 56 species

Reptiles: 90 individuals / 42 species

Amphibians: 4,167 individuals / 19 species

Invertebrates: 2,988 individuals / 114 species

Visitor Experience and Setting

- 100-acre oceanfront campus along the Pacific Coast
- Lush gardens and immersive, naturalistic exhibits
- Elinor Friend Playground with themed play zones for toddlers to pre-teens
- Historic Little Puffer Miniature Steam Train and restored 1921 Dentzel Carousel
- Wild Explorer VR Theater and Zoo Keys interactive Storybook stations
- Year-round education programs, including Zoo Camp and Little Learners
- Connie & Bob Lurie Education Center with classrooms and flexible event space
- Welcomes more than 1 million visitors annually

Re-establishing Locally Threatened Populations

In an ecological region, species of all sizes and scope – from insects, amphibians and reptiles to birds and mammals – play an important part in their environment. As such, the Zoo’s Conservation Department works to re-establish populations in areas where some species disappeared, and work in tandem with state and federal agencies and partner organizations. The Zoo raises species for re-release, while our partners monitor their recovery in the area.

- Sierra Nevada yellow-legged frog (*Rana sierrae*)
- California red-legged frog (*Rana draytonii*)
- Western pond turtle (*Actinemys marmorata*)
- Yosemite toad (*Anaxyrus canorus*)
- San Francisco garter snake (*Thamnophis sirtalis tetrataenia*)
- San Francisco forktail damselfly (*Ischnura gemina*)

Reintroductions of these species are occurring at the Yosemite National Park, Golden Gate National Recreation Area, Sequoia-Kings National Park, and Plumas National Forest

San Francisco Zoo & Gardens

02 | The Role

Reporting to the Board of Directors, the Chief Executive Officer is responsible for the strategic leadership and engaged management of the San Francisco Zoo's staff and resources. The CEO will provide leadership for all aspects of organizational leadership, including revenue generation and fundraising, financial stewardship, programmatic leadership, and external engagement with the broader communities served by the Zoo.

Specific responsibilities of the CEO include:

- Drive an effective strategy and communicate a compelling, renewed vision that inspires and motivates constituents to deepen their level of engagement with—and support for—the Zoo;
- Lead development efforts to include restricted and unrestricted funds from foundations, corporations, and individual donors; work with the San Francisco Zoo's staff to facilitate new strategic partnerships, expand the donor base and increase funding;
- Increase the visibility of the San Francisco Zoo across a range of local audiences, city and state government, businesses, nonprofits, and the field of other zoos and aquariums nationally;
- Enhance and modernize exhibits, facilities, and grounds by prioritizing upgrades and completion of ongoing improvement projects;
- Implement high quality, creative guest engagement and ensure that the San Francisco Zoo's core experiences are best in class for current trends in science education, conservation, and cultural attraction experiences;
- Work closely with senior management in finance to implement sound fiscal management and assure the financial sustainability of the Zoo, including strong financial and operational systems and budgetary processes; makes decisions efficiently and communicates them with transparency;
- Provide clear leadership for the team; build a culture focused on trust, transparency and respect, so that organizational objectives and defined goals are accomplished and celebrated; attract, retain, and develop top talent, while building a cohesive, inclusive, and high-performing workforce.
- Lead the cultivation of strong relationships and collaboration with the city and communities surrounding the Zoo, continuing the organization's core role as committed and credible community partner; promote economic development, community relations, and both the educational and entertainment aspects of the Zoo's mission in addition to its core focus on conservation and animal care;
- Prioritize animal and staff wellbeing in all initiatives. Ensure exhibits and resources deliver best-in-class animal care by utilizing AZA best practices, peer review, and the latest standards in animal welfare and conservation.

03 | Candidate Profile

The San Francisco Zoo seeks an inspirational and strategic leader with a proven track record of building and leading high-performing teams, driving fundraising and revenue growth, and overseeing complex organizations. This individual will bring the vision and creativity to reimagine the Zoo's future — enhancing its visibility, increasing visitation, and positioning it as a leading destination for families and travelers from across the region and beyond.

The CEO will possess outstanding communication skills and the ability to represent the Zoo effectively across a diversity of audiences and communities. They will bring an entrepreneurial and forward-thinking mindset, with the ability to foster a collaborative, inclusive, and accountable culture that empowers staff and unlocks the Zoo's full potential in service of its mission.

The ideal candidate will be skilled at recruiting, retaining, motivating, and inspiring staff, donors, members, partners, and the many communities served by the Zoo. They will also bring an ability to reimagine the visitor experience — blending education, conservation, and joy — and to position the Zoo as a leading family and travel destination.

The next CEO will demonstrate a deep passion for connecting people with wildlife, inspiring caring for nature, and advancing conservation action, while leading the Zoo into a new and next chapter.



San Francisco Zoo & Gardens

Candidate Profile

In terms of performance and personal competencies, we would highlight the following:

Setting Vision and Strategy

- Demonstrates the ability to think strategically and collaboratively with senior leadership and the Board to reimagine and achieve organizational goals, while articulating a new and inspiring vision that rallies staff, partners, and the community around a clear strategic and master plan for the Zoo's future
- Brings experience leading creative marketing and rebranding initiatives that elevate the Zoo's reputation and impact

Revenue Generation and Fundraising

- Demonstrates the ability to expand and diversify revenue through earned income streams and strategic partnerships
- Proven success in identifying, cultivating, and securing support from major donors, foundations, and corporate partners
- Skilled at maximizing both tangible and intangible assets to drive institutional growth and mission impact

Communication and Relationship Building

- An effective communicator, skilled in articulating an organization's direction and strategy both internally and externally, one-to-one and with large audiences
- Exceptional interpersonal skills; warm, genuine, transparent, and approachable, able to inspire, build trust, and connect with diverse audiences
- Adept at promoting San Francisco Zoo's programs to advance partnerships in support of the mission locally, regionally, and nationally
- Brings experience developing constructive relationships with city, state, and federal partners, and collaborating effectively with unions and other key stakeholders

Leading and Managing Teams & Budgets

- Inspiring and inclusive leader who attracts, develops, and retains top talent while integrating a culture of creativity, care, and accountability
- Demonstrates a commitment to inclusive leadership and cultural competence, fostering collaboration across a diverse range of staff and communities
- Experienced in managing complex budgets and driving financial sustainability, aligning resources and partnerships with strategic priorities in regulated environments; experience collaborating with unions will be beneficial

Mission Orientation

- Demonstrates deep passion for animal welfare, conservation, and community engagement, with a deep respect for the highest standards of animal care and accreditation, such as those set by the Association of Zoos and Aquariums
- Champions initiatives that prioritize the wellbeing of animals and staff, aligning all efforts with best-in-class standards and practices

San Francisco Zoo & Gardens

04 | Compensation and Contact

Compensation:

The estimated salary for this position is approximately \$350,000 - \$450,000, although the salary and total compensation of the finalist selected for this role will be determined based on various factors, including, but not limited to, scope of role, level of experience and stature in the industry, accomplishments, internal equity, budget, and subject to Fair Market Value evaluation. The compensation range listed is a good faith determination of potential base compensation as a component of the total compensation for the role at the time of this job advertisement and may be modified in the future.

To Apply:

Russell Reynolds Associates, the global leadership advisory and executive search firm, has been exclusively engaged to lead this search. All inquiries and discussions will be considered strictly confidential.

Interested candidates are invited to apply via the Russell Reynolds Engage platform, accessible through this link: <https://engage.russellreynolds.com/#/job/2508-128NA>. Candidates will first be asked to register and create a profile. From the home page, navigate to “Job Post”, “Apply for a Position”, then enter the following career code: 2508-128NA to submit a resume and cover letter for consideration. The Russell Reynolds team can be contacted directly at SFZoo@russellreynolds.com for nominations or with any questions.

Contact:

Katie Nivard

Russell Reynolds Associates
101 California Street | Suite 2750
San Francisco, CA 94111 USA

Michael Singleton

Russell Reynolds Associates
277 Park Ave | Suite 3800
New York, NY 10172

Stefanie Lukasko

Russell Reynolds Associates
2001 K Street, NW | Suite 300
Washington, DC 20006