



Job Title: Chief Experience Officer

Location: National Thoroughbred League Headquarters, Las Vegas

Reports To: League Commission (Chief Executive Officer)

The National Thoroughbred League is looking for a visionary and innovative leader to fill the role of Chief Experience Officer. The ideal candidate will have a passion for horse racing and a track record of creating exceptional experiences for fans, participants, and partners. As the CXO, you will oversee all aspects of the league's strategic planning and execution to enhance the overall experience for all stakeholders.

### **Key Responsibilities:**

- Develop and implement a strategic vision for the league's fan engagement, participant experience, and partner satisfaction.
- Collaborate with various departments, including marketing, operations, and finance, to ensure a cohesive and seamless experience for all stakeholders.
- Lead the development and execution of innovative fan engagement initiatives, including special events, fan activations, and digital experiences.
- Drive the growth of the league's fan base through strategic marketing and communication strategies.
- Cultivate strategic partnerships with key stakeholders, including sponsors, media partners, and industry influencers, to enhance the overall experience and drive revenue generation.
- Analyze data and insights to measure the effectiveness of programs and initiatives, making data-driven decisions to optimize the fan experience.
- Stay current on industry trends and best practices to ensure the league remains at the forefront of innovation and excellence in the horse racing industry.

### **Qualifications:**

- Bachelor's degree in marketing, business administration, or a related field; Master's degree preferred.
- Minimum of 8 years of experience in fan engagement, customer experience, or a related field, with a proven track record of success.
- Strong leadership skills with the ability to inspire and motivate a team to deliver exceptional results.
- Excellent communication and presentation skills, with the ability to effectively communicate ideas and concepts to a diverse audience.



- A strategic thinker with a creative mindset and a passion for creating memorable experiences.

**Benefits:**

- Competitive compensation package
- Ability to work remotely.
- Four Weeks PTO
- Home office setup
- Wellness Reimbursement

**To Apply: Email [HR@NLT.Racing](mailto:HR@NLT.Racing)**

**Additional Information:**

NLT provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Join us and be a part of shaping the future of horse racing as the Chief Experience Officer of the National Thoroughbred League!