



J. Wood Platt Scholarship Trust Chief Operating Officer

Leadership Profile

October 2024



WittKieffer

The Opportunity

The [J. Wood Platt Caddie Scholarship Trust](#) (JWP) seeks an experienced, collaborative leader to serve as its Chief Operating Officer (COO). With an enthusiasm and passion to impact youth in the industry in their pursuit of higher education opportunities, this individual will play a crucial role in the day-to-day oversight and operations of the J. Wood Platt Scholarship Trust. The COO will support the Executive Director/CEO in administration, external relations, and strategic planning for JWP, providing leadership for staff and stimulating organizational development in support of the Platt mission and vision.

Organization Overview

The J. Wood Platt Scholarship Trust was created in 1958 and is the official charity of the Golf Association of Philadelphia (GAP). Since its inception in 1897, GAP has celebrated golf in Philadelphia as the oldest regional or state golf association in the United States. GAP promotes the game of golf and provides many opportunities for more people across the Pennsylvania, New Jersey, Delaware and Maryland to enjoy the game of golf.

The JWP mission is to help provide scholarship aid to deserving students working in service to golf for the pursuit of higher education. In the last 66 years, more than 3,750 young men and women have received \$26 million in aid. In the 2024-25 academic year, 190 caddies are receiving more than \$1.4 million. The organization recently expanded its program beyond caddies to include students working in positions that service the sport. To serve this expanded population, current levels of fundraising will need to expand from the two-million-dollar range to between three and a half to four million dollars...

There are over 120,000 members in GAP which has expanded its reach beyond the Philadelphia area and now includes clubs throughout Pennsylvania and in surrounding states. Programmatically, JWP makes an impact beyond scholarship, via mentoring and internship opportunities and the [EMPOWER Program](#). The EMPOWER Program provides additional support to Platt Scholars in career development and community engagement with programs that focus on resume writing, leadership training, mentoring, internships and service projects.

- [2023 Impact Report](#)
- [2022 EMPOWER Scholar Leadership Summit Highlight Reel](#)

Reporting Relationships

The COO reports directly to the Executive Director/CEO and has four direct reports:

- Associate Director of Communications & Events,
- Director of Education,
- Director of Scholar & Alumni Engagement, and
- Assistant Director of Development.

The Chief Operating Officer will support the Executive Director/CEO in administration, external relations, and strategic planning for the J. Wood Platt, providing leadership for staff and stimulating organizational development in support of the Platt mission and vision. The overall organization which includes the Golf Association of Philadelphia (GAP) has a total of 28 staff. The current endowment is \$12M.

J. Wood Platt is led by an enthusiastic and dedicated [Board](#). The Board comprises 12 trustees, four ex-officio representatives, and is led by a chair, vice chair, secretary and treasurer.



Opportunities and Expectations

The successful COO candidate will have responsibility for the following:

Operational and Organizational Leadership

- Manage day-to-day operations of JWP.
- Serve as an organizational representative on behalf of the Executive Director/CEO both internally and externally.
- Build an effective and cohesive communications strategy across our stakeholders, partners and scholars.
- Champion the organization's commitment to Diversity, Equity, and Inclusion alongside the Executive Director/CEO.
- Support the ongoing efforts of developing and executing the organization's strategic plan.
- Establish cohesive departmental objectives to meet long-term sustainability donor and scholar growth goals.
- Manage and lead all working sub-committees of the Board of Directors in cooperation with the JWP Staff.
- Organize and advance historical archives of J. Wood Platt himself and those of the Platt organization.

Effective External Relationship Building

- Collaborate with Executive Director/CEO, the Board, the Assistant Director of Development, and club ambassadors regarding development activities and fundraising efforts for revenue generation.

- Expand relationships, reporting and communication with current and future Endowed Scholar donors and Lifetime donors.
- Manage partnership program by strengthening existing relationships and creating new engagements that benefit the Platt, its donors, and scholars.
- Grow annual fundraising by approximately \$1 million with assistance from the Assistant Director of Development.

Financial Management

- Assist in the budgeting and financial management of JWP in conjunction with the Executive Director/CEO and CFO.

Community Engagement

- Execute on the organization's external relations efforts, inclusive of public relations and community engagement.
- Contribute to event and programming reviews, providing counsel for updates and enhancements that encourage greater community engagement and participation.
- Drive the JWP brand narrative for enhanced visibility and position within the region and amongst the allied partners.



Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

Partner with the senior leadership and the board to ensure continued success and viability for the future.

In collaboration with the Board, the CEO/ED and the CFO, the COO will provide thought-partnership and operational execution of a future-forward strategic plan that enables the JWP to impact greater numbers of students while advocating for caddie development. Grounded in JWP's mission to provide scholarship support so that young people in service to golf may more easily pursue higher education, COO will co-create vision and strategy to provide resourcing that adequately meets the needs of the expanded base of eligible recipients and support future growth.

Provide leadership for organizational excellence.

The COO is compelled to provide managerial skills that leverage the talents of their staff. They must be able to assess current policies and procedures, their efficacy and efficiency, as well as the personnel who deliver them, and to make decisions that best position the organization for success. Within the context of the overall organization, they will be responsible for driving the excellence of JWP as it achieves its aspirational growth.

Grow philanthropic support.

With the support of the Associate Director for Development and the Director of Scholar and Alumni Engagement, the COO will strengthen current donor relationships while also cultivating new partnerships. They will design strategic plans to raise scholarship funding using current and new practices to realize a \$1.3 to \$1.4 million dollar increase in annual philanthropic gifts. They will leverage the 120,000-person strong membership in GAP and its expansion throughout Pennsylvania and into surrounding states for further fiscal and revenue growth.



Candidate Qualifications

The most successful candidates will possess most if not all the following qualifications:

- Commitment to the JWP mission
- Proven track record and passion for building successful youth development programs
- Strong communication skills (internal and external).
- Exemplary organization and operational skills
- Experience in the non-profit sector
- Strong team leadership skills inclusive of developing and building teams
- Record of philanthropic development success
- Collaborative, team-oriented mindset
- Strong relational skills
- College degree or equivalent work experience
- Knowledge of and/or a willingness to learn the game of golf and the service roles within the industry

Leadership



CEO and Executive Director, Mark Peterson

Mark E. Peterson is the Executive Director of the Golf Association of Philadelphia, the oldest regional/state golf association in the country. He has served in that capacity since April 2000 after beginning with the Association in 1996. Mark also serves as the Executive Director of the Platt Caddie Scholarship Trust, the charitable arm of the Golf Association of Philadelphia.

In addition to his two aforementioned duties, Mark served as the Executive Director of the Pennsylvania Golf Association for 2000–2023.

Mark currently serves on USGA/AGA Strategic Planning Committee as Co-Chair. He has officiated at several USGA Championships, including the U.S Open, Walker Cup and Curtis Cup at Merion Golf Club. He was elected to the board member of the IAGA, International Association of Golf Administrators in 2014 and served as President in 2020.

Prior to his employment with the Golf Association of Philadelphia and J. Wood Platt, Mark served as a P.J. Boatwright intern with the Wisconsin State Golf Association. Mark has a communications degree from Villanova University.

Mark and his wife, Sonia, and son, Daniel, reside in Berwyn, Pa.



Procedure for Candidacy

WittKieffer is assisting J. Wood Platt with this opportunity. All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV/resume and a letter of interest. For fullest consideration, applications should be received by November 21, 2024.

Please direct all applications, nominations, and inquiries to Sandra Chu and Jeff Compher at:
JWPlattCOO@wittkieffer.com

Location

In-person, with offices in Broomall, PA.

Broomall is a suburb of Philadelphia with a population of 10,663. Broomall is in Delaware County and is one of the best places to live in Pennsylvania. Featuring many cozy coffee shops and parks, Broomall also boasts very highly rated public schools. Attractions include Glen Providence Park with various playgrounds suitable for all ages or leisurely strolls along Harmony Hill lined with scenic vistas ideal for photographers. You can find out more about Broomall [here](#).

J. Wood Platt/GAP is an equal opportunity employer. We value a diverse and inclusive workplace and strongly encourage people of color, women, veterans, LGBTQIA+, older candidates and candidates with disabilities to apply. We appreciate all applicants, but please be advised that our capacity allows us to only respond to those best qualified for the position.