

FOR IMMEDIATE RELEASE

**CONSERVANCY FOR CUYAHOGA VALLEY NATIONAL PARK
LAUNCHES SEARCH FOR PRESIDENT AND CEO**

PENINSULA, Ohio – Feb. 4, 2025 – The Board of Directors for the Conservancy for Cuyahoga Valley National Park (Conservancy) has begun the search for the next President and CEO to lead the organization, retaining [Potrero Group](#), a national strategy and search firm.

The Conservancy, with an \$8.5 million operating budget, is the official philanthropic partner and friends group to Cuyahoga Valley National Park. Its current President and CEO, Deb Yandala, has led the organization for 23 years and in October announced plans to step down once her successor is appointed. Under her leadership, the Conservancy has become a national leader in the movement to support national parks. It is one of the largest friends groups in the country and its partnership with Cuyahoga Valley National Park is widely thought of as one of the most effective in the national park system.

As the Conservancy embarks on a national search to identify a new President and CEO, Board Chair Karyn Sullivan, with the board's support, has identified and engaged a number of Conservancy and park constituents to participate in the process of identifying and selecting a new president and CEO. Along with Sullivan, Justin Reed, board member and Human Resources committee chairperson, and Jim Nash, former board chair, will be participating in leadership roles in this effort. The team will work with Potrero Group to identify qualified local, regional, and national candidates. Sullivan says, "We are at a pivotal time in the organization, and we are confident our partnership between the Conservancy Board and Potrero Group will identify a candidate who embodies our mission and will lead us into the next chapter on our journey."

"Potrero Group is experienced in executive level placements with national nonprofits like the National Forest Foundation, Grand Canyon Conservancy, and National Outdoor Leadership School as well as land trusts, urban parks, public gardens, and other conservation groups and public lands partners," said Reed. "The search team, with input from Conservancy staff and community constituents, has developed a position profile highlighting the experience and leadership characteristics of our preferred candidate. We seek a master organizational leader with experience working with federal or other agencies, ideally including the National Park Service, a history with conservation leadership, high-level fundraising, relationship-building, and the proven ability to manage change while maintaining positive partnerships and long-standing commitments."

A summary of the President and CEO position and application information are available at potrerogroup.com/CCVNP. Interested candidates should apply by March 7, 2025, for priority consideration.

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For more information about the search, to express interest in the position, or to make a recommendation, please contact Potrero Group Managing Director and Search Lead Andrew Leider at aleider@potrerogroup.com. All inquiries will be held in confidence.

About Conservancy for CVNP

The Conservancy for CVNP is the official friends group and philanthropic partner for Cuyahoga Valley National Park. With a mission to enrich people's lives and enhance our region by inspiring use, preservation and support of Cuyahoga Valley National Park, the Conservancy offers cultural and educational programming, co-manages the park's volunteer program, provides venues for weddings, meetings and special events, and operates park retail spaces. Learn more at www.forcvnp.org.

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