

# Kripalu®

**Chief Executive Officer**  
Position Specification





# About Kripalu

For five decades, Kripalu has been a leader in yoga and mindfulness-based education.

More than just poses on a mat, we believe yoga is an accessible practice that inspires connection, compassion, and joy. Rooted in the wisdom traditions of yoga, Ayurveda, and mindful living, we are a nonprofit organization dedicated to fostering individual well-being and cultivating a more compassionate, connected society. As an educational nonprofit, Kripalu is dedicated to serving people and communities in realizing their full potential through the transformative wisdom and practice of yoga.

**Kripalu means compassion.** The practices and teachings offered at Kripalu are rooted in the wisdom tradition of yoga as taught by Swami Kripalu, the namesake of our retreat center. Compassion is where our approach begins.

- 1 Our vision is to **amplify** spiritual growth, personal development, **individual thriving, and collective wellbeing** across all stages of life. We are committed to offering transformative programs rooted in wisdom traditions and practices, guided by expert faculty and presenters, to nurture the body, mind, and spirit.
- 2 Our vision is to **honor the wholeness** and wisdom within each person, creating a **brave space for authentic engagement** with life's experiences. Through nurturing body, mind, and heart practices, we aim to cultivate awareness, wellbeing, and purposeful action, inspiring service in the world by integrating the inner self.
- 3 Our vision is to lead in yoga and wellness by embracing the **shared responsibility of healing and regeneration**. Through the Regenerative Community Model, we create a **reciprocal ecosystem** for content creation and expanded relationships within and around Kripalu. We are committed to increasing access to yoga for all, supporting those who serve society, and centering the voices of historically marginalized and appropriated communities, as we listen, learn, and grow together



## Additional Information:

- [Board of Trustees and Senior Leadership Team](#)
- [2024 Form 990](#)
- Operating Budget: \$31M.
- Staff: 188 full-time and 177 part-time staff
- Staff speak five primary languages (English, Spanish, French, Arabic, and Dari), and hail from over 16 countries of origin.



# Kripalu's Impact

In 2025:

- Kripalu served over **61,000 Guests**
- **Nearly 11,000 guests** were served through scholarship or free programming, exceeding Kripalu's goal of 9,000





# History

Kripalu's roots trace back to Swami Kripalu, a revered yoga master from India whose teachings emphasized compassion, self-inquiry, and the transformative power of practice. Inspired by his life and vision, Kripalu Center is located in the Berkshires as a place where ancient wisdom meets contemporary seekers.

## Kripalu Today



Today, Kripalu's campus in the Berkshire hills of western Massachusetts offers a unique environment for reflection and growth. Located 2.5 hours north of New York City and west of Boston, Kripalu is the largest retreat center in North America. Our campus sits on more than 125 acres on the traditional, unceded Mohican territory of the Stockbridge-Munsee band of Mohicans.



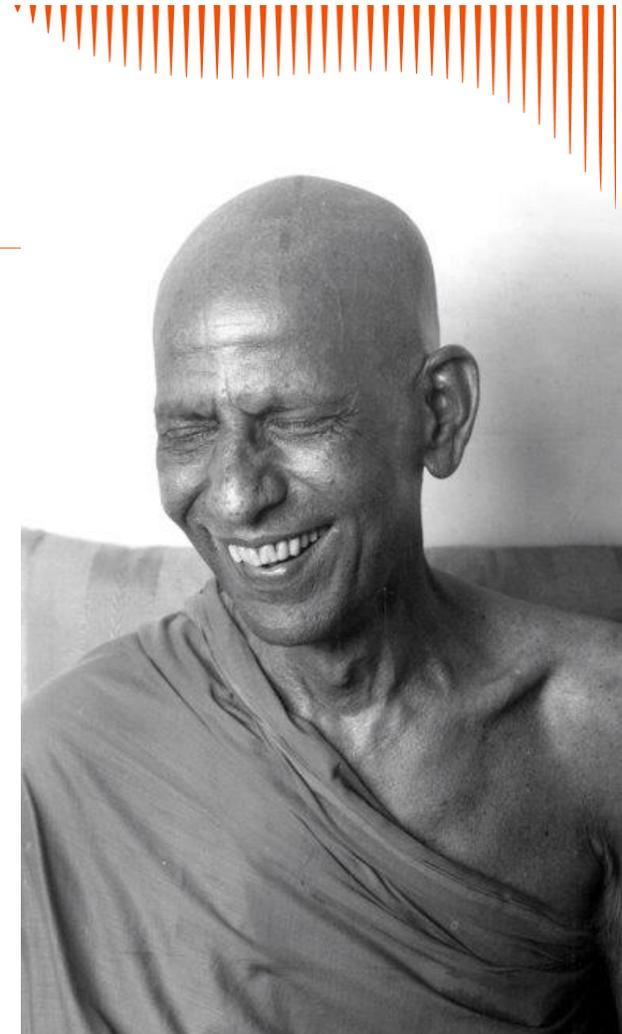
Kripalu offers a variety of experiences to its guests, allowing them to approach Kripalu in a way that meets their needs. Every stay at Kripalu is all-inclusive, which means that nourishing meals, daily classes, and access to our amenities are all part of the experience—not add-ons.



Kripalu also offers sliding scale tuition for select online programs and a range of scholarships to increase access to yoga and wellness.



Notably, Kripalu is a nonprofit that is almost entirely self-sustaining through its revenue-generating programs and activities.



# The Grounds



High on a hill overlooking Lake Mahkeenac, Kripalu's campus offers more than a place to stay—it offers space for guests to remember who they are. Kripalu's grounds contain **125 acres** of forest, fields, lakefront, and sacred stillness.

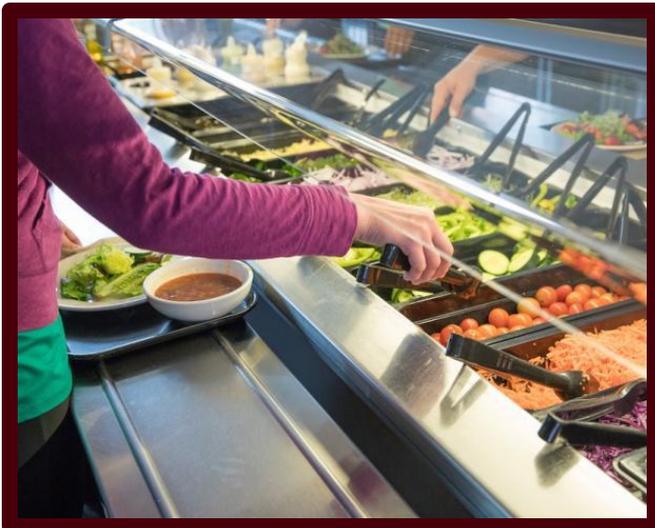
Whether it's walking the labyrinth at sunrise, hiking through the forests, or pausing on a bench to watch the wind on the lake, this land invites a slower rhythm—one that heals, holds, and brings a sense of home.

It is with gratitude and humility that Kripalu acknowledges that we are working, practicing, and gathering on the ancestral and unceded homelands of the Mohican people, who are the indigenous peoples of this land

# Peaceful Accommodations



A stay at Kripalu is an invitation to unplug—from noise, from screens, from the nonstop rhythm of everyday life. Here, simplicity is sacred. Kripalu's accommodations are intentionally minimal to give space for rest, reflection, and renewal. Kripalu offers rooms that range from the privacy of a single room or the connection of shared space.



## Nourishment, the Kripalu Way

At Kripalu, food is more than fuel—it's a part of transformation. Kripalu's meals are rooted in balance, simplicity, and joy, drawing from Ayurvedic principles and whole-food traditions.

# Kripalu's Experiences



Kripalu offers transformational experiences for every season of life.

**Retreat and Renewal (R&R):** Kripalu's signature offering that allows guests to tailor their days to best nourish body, mind, and spirit including yoga, outdoor activities, and workshops on a variety of topics led by Kripalu faculty.

**Kripalu Experience Programs:** guided programs that are exclusive to Kripalu—led by our faculty and rooted in Kripalu lineage.

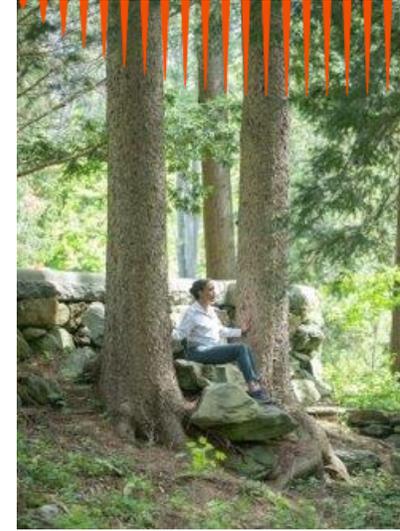
**Luminary Programs:** visiting presenter-guided programs led by accomplished teachers in yoga, self-discovery, health, creativity, and more.

**Kripalu Schools:** teacher trainings and certifications across Yoga, Ayurveda, Integrative Yoga Therapy, and Mindful Outdoor Leadership, led by Kripalu faculty.

**Kripalu Online:** bringing Kripalu "off the hill" through a robust subscription product featuring live and on-demand classes, plus programs and live stream events.

**Access and Equity:** through the support of our generous donors, Kripalu offers scholarship access to all the above programming. We also offer targeted scholarship programming to amplify marginalized voices, and to serve those who are serving others (frontline providers, sacred activists and artists, non-profit leaders, and other underserved audiences).

In addition to its in-person offerings, Kripalu advances its mission through digital experiences and other means that enhance affinity, expand access, build community, and provide continuity of support beyond the campus between in-person visits and for those who may not be able to visit in person.





# Kripalu Schools

For 50 years, Kripalu has offered an inclusive and nondogmatic yoga education. Rooted in the teachings of Swami Kripalu, each program is mindfully designed to help teachers deepen their practice, expand their knowledge, find community, and share their passion with the world. Kripalu's world-class faculty has decades of experience guiding teachers, and years of private study working to embody what they teach in their everyday lives.



## School of Yoga

The Kripalu School of Yoga takes a welcoming and fluid approach, rooted in self-inquiry, embodied wisdom, and the belief that yoga is for every body. With guidance that nurtures and empowers, students leave prepared to share yoga in a way that is authentic to them.



## School of Mindful Outdoor Leadership

The Kripalu School of Mindful Outdoor Leadership was designed for people inspired to share nature's gifts by integrating their love of the outdoors with mindfulness. Kripalu's trainings teach how to build reciprocity with the more human world, braiding together wisdom from across traditions into an accessible practice of relationship with nature.



## School of Ayurveda

The Kripalu School of Ayurveda blends the time-honored wisdom of India's traditional system of medicine with practical tools for modern life. Through deep study and daily practices, students explore how to create and sustain balance in themselves and share that knowledge with others.



## School of Integrative Yoga Therapy

The Kripalu School of Integrative Yoga Therapy is a leader in the emerging health field of yoga therapy, combining yoga's most powerful tools with leading research on physical and mental well-being to help students guide others on their journey toward balance, health, and happiness.



# The Position

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**Title** Chief Executive Officer

**Reports To** [Board of Trustees](#)

**Location** Stockbridge, Massachusetts

**Direct Reports**

- Chief Operating Officer
- Chief Learning Officer
- Chief Programming and Innovation Officer
- Vice President of Revenue
- Vice President of Marketing
- Vice President of Finance and IT
- Director of Gifts and Gratitude
- Executive Assistant and Impact Manager

**Summary** Kripalu Center for Yoga and Health is the largest yoga-based retreat center in North America, sitting on over 125 acres in the peaceful Berkshire Mountains in Stockbridge, Massachusetts. Centered around the teachings of Swami Kripalu, a yoga master from India whose teachings emphasized compassion, self-inquiry, and the transformative power of practice, Kripalu is located in the Berkshires as a place where ancient wisdom meets contemporary seekers. Kripalu is a nonprofit educational organization dedicated to serving people and communities in realizing their full potential through the transformative wisdom and practice of yoga.

Kripalu seeks a business-savvy, heart-centered leader to serve as its Chief Executive Officer. This person will be grounded in the core values of love, wholeness, unity, service, and evolution. As deeply impactful as Kripalu is, it requires thoughtful leadership to thrive. The CEO is responsible for setting and executing on a clear strategy for the organization to deepen its impact, both on individual guests and to harness the benefits of yoga and well-being to provide a broader societal benefit. As Kripalu's business leader, the CEO will be responsible for continuing to maintain and grow Kripalu's existing revenue streams and build new revenue diversification strategies to support and expand Kripalu's impact now and in the future.

The CEO will lead a passionate, dedicated staff, who lead Kripalu's impactful programming and daily operations—including lodging, meals, and groundskeeping—along with marketing, finance, IT, fundraising, and functions. They will be responsible for fostering a thriving culture that embodies the organization's core values.

The CEO will inherit a stable business and a committed community that is dedicated to serving Kripalu's mission to serve people and communities in realizing their full potential through the transformative wisdom and practice of yoga. The CEO will balance a respect for Kripalu's history, lineage, and tradition, and shape an impactful future for the organization.

# Roles & Responsibilities

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In partnership with Kripalu's many stakeholders, including the Board, staff, and broader community:

- **Strategic Development and Execution** - Develop and execute a clear and actionable vision for Kripalu's future that is grounded in Kripalu's mission and values, and respectful of Kripalu's lineage and history.
- **Talent Development and Management** - Motivate, develop, and actively manage talent across the organization. In partnership with people and culture, maintain and grow a culture of coaching, mentorship, and continuous learning, supporting employees' professional growth while building collaboration, trust, transparency, accountability, and strong succession planning.
- **Operational and Financial Excellence** - Oversee Kripalu's fiscal and operational health, practicing disciplined budgeting and diversifying revenue streams. Continuously instilling a culture that champions financial and operational discipline across all departments.
- **Programmatic Excellence** - Responsibility for Kripalu's programmatic strategy, working closely with senior leadership to ensure Kripalu's program maintains high quality, excellence, and mission alignment. Ensure Kripalu is competitive in the market, especially as it relates to attracting luminaries to the organization.
- **Enterprise Risk Management** - Lead execution of risk management best practices across the enterprise. Identify, assess, and mitigate strategic, financial, operational, reputational, and compliance risks.
- **Physical Infrastructure** - Partner with senior leadership to ensure that Kripalu's physical grounds and buildings remain safe and well-functioning, that capital investment balances guest experience with updated mechanical systems, and that future development supports the mission, vision, and guest experience.
- **Fundraising** - Cultivate gifts from individuals, foundations, and other philanthropic sources, ensuring Kripalu's long-term sustainability.
- **Strategic Partnerships** - Build and maintain strategic and collaborative partnerships in the local community and across the industry.
- **Board Collaboration** - Maintain a strong and collaborative relationship with the Board of Trustees, taking advantage of their various capabilities, experience, and networks for the benefit of the organization.



## Pivotal Experience & Expertise

### Creative Strategic Leadership

A heart-centered leader with a demonstrated ability to work closely and creatively with a wide range of stakeholders, including the Board, senior leaders and all employees, and broader community, to generate a strategic vision for an organization that is future-focused and also honors Kripalu's history and lineage, with clear goals and metrics. Ability to carefully consider the organization's needs first and foremost and lead in service to the organization.

### Operational Leadership at Scale

Senior leadership experience within an organization of similar scale and scope, ideally with multiple complex revenue streams. Understanding of the complexities and nuances of running a physical, 24/7 facility. Instills a sense of rigor around finance and operations across all departments, and how excellence in these operations are a core tenet of what makes Kripalu special.

### Revenue Development

Relevant experience in building revenue from various sources, ideally including complex revenue streams such as lodging and programmatic revenue. Demonstrated ability to lead a team to raise funds from a variety of sources, including individuals and foundations, and to build an institution's fundraising capacity.

### Stakeholder Engagement

Ability to lead a complex set of stakeholders to build a trusting, collaborative environment. The ability to navigate complex challenges with discernment and resilience, and to balance various, sometimes competing, priorities. Strong communication skills, with the ability to build consensus, are critical.

# The Person



## Culture Impact

### Mission Orientation

A demonstrated commitment to Kripalu's core values—love, wholeness, unity, service and evolution—and an appreciation for yoga as a practice with benefits on and off the mat, for the individual and for greater society. An embodied commitment to equity, along with a real dedication to Kripalu's vision of service towards wellbeing, justice, and peace. An appreciation for yoga in its historical context - as a philosophy for skillful living and as a practice.

### Clarity of Direction

Can define and communicate a clear, compelling vision for Kripalu and galvanize the Board, staff, and community around shared priorities.

### Confident Humility

A leader who centers Kripalu's needs above their own and brings an ethos of true servant leadership. A clear understanding of their own strengths and weaknesses, and the ability to cultivate a team that supports them.

### Emotional Intelligence

An inclusive, transparent leader who can balance the need to lead with deep empathy and to prioritize competing demands.

# Engagement Team

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Kripalu has engaged the Social Impact Practice at Heidrick & Struggles to conduct the search for its next Chief Executive Officer.

**Meghan Ashbrock**

Lead Search Consultant  
[mashbrock@heidrick.com](mailto:mashbrock@heidrick.com)

**J.J. Cutler**

Managing Partner, Social Impact  
[jcutler@heidrick.com](mailto:jcutler@heidrick.com)

**Erin Kneeley**

Engagement Manager  
[ekneeley@heidrick.com](mailto:ekneeley@heidrick.com)

Applications and nominations can be directed to: [KripaluCEO@heidrick.com](mailto:KripaluCEO@heidrick.com)

Kripalu is committed to becoming an employer and community where all belong. Kripalu is an equal opportunity employer that values diversity in its workforce. We do not discriminate in employment and personnel practices on the basis of race, color, religion, sex, gender identity, sexual orientation, military status, national origin, age, disability or genetic information, or any other basis, especially those prohibited by applicable law. Equity and accessibility are at the forefront of all of our work. To learn more about equity at Kripalu, read our [equity statement](#).

Compensation for the role will be determined based on experience and skill set, with an anticipated base salary range of \$275,000-\$325,000.

