



**Detroit Metro
Convention & Visitors Bureau
Director of Sales**

Detroit, MI

visit**detroit.com**





ABOUT DETROIT MICHIGAN

Detroit is a destination for everyone, with a ton of not-to-be-missed to-dos no matter your interest or tastes.

Metro Detroit is impressive in size – covering nearly 2,000 square miles and is composed of three counties: Macomb, Oakland and Wayne.

You can expect pretty much every type of weather – rain, sun, snow, sleet or hail – on any given day. Detroit has all four seasons, which makes for great variety. Click [here](#) for the official Visit Detroit website.

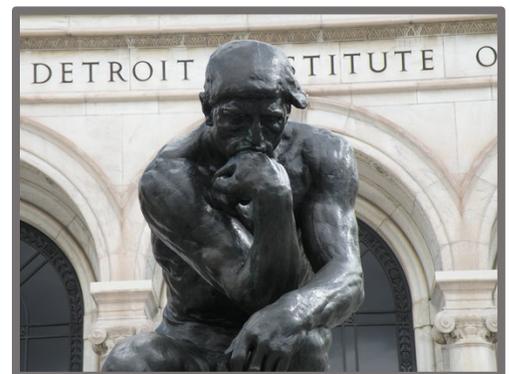
Tourism Numbers:

- 19 million visitors per year
- Visitor spending is \$6 billion per year
- More than 36,000 hotel room in metro Detroit

If you've got a free weekend in Detroit the possibilities are endless. Kid-friendly activities include museums, [Campus Martius Park](#), or the [RiverWalk](#). They have romantic restaurants, casinos, and bars and clubs for every type of partier. And if it's your first time in Detroit, you can't miss out on some iconic Detroit things to do, like the [Motown Museum](#) and the [Fox Theatre](#).

Family Activities in Detroit

In the summer, take your kids to [Campus Martius Park](#), where you'll find a beach in the middle of the city. Kids can play in the sand while you enjoy a drink or two at the beachside bar. If it's raining or you just feel like being inside, the [Detroit Institute of Arts](#), [Detroit Historical Museum](#) and [The Henry Ford](#) all have workshops and activities for kids that blend learning, art and history. [Legoland Discovery Center Michigan](#) and [Sea Life Michigan Aquarium](#) have your family covered in the 'burbs. And what kid doesn't enjoy a carousel? Hopefully yours, because the Cullen Family Carousel on the [Detroit International RiverWalk](#) offers amazing views of Canada and the Detroit skyline. And we've never met a kid who doesn't love a ride on the [People Mover](#). Take a lap or two around and orient yourself with downtown Detroit.



Detroit Entertainment

If you want to go all out, a dinner at [The Whitney](#) or the [Apparatus Room](#) will tickle your fancy (get it?). [Roast](#), [London Chop House](#) or the brand new Prime + Proper in Capitol Park will exceed your meat-loving expectations. For a classic date night, you can't go wrong with Italian food in Detroit. [Ottava Via](#) in Corktown, [Mario's](#) in Midtown and [Andiamo](#) on the Detroit River will transport your taste buds to Italy.

If you're looking for music, dancing, and maybe a little clubbing, Greektown has a few of your bases covered with a casino, [Level Two Bar & Rooftop](#), [Exodos Nightclub](#), and classic sports bars like [Firebird Tavern](#) and [Old Shillelagh](#). If you've never been out in Detroit before, this is a good area to start. For dancing, you can't beat salsa dancing and lessons at [Vicente's Cuban Cuisine](#). When you're feeling jazzy, you MUST go to [Cliff Bell's](#) for live jazz and fabulous drinks. And if you've had a long day and just want some drinks, hit up [Sugar House](#) or [Two James Spirits](#) in Corktown for craft cocktails and [Bronx Bar](#) or [Motor City Brewing Works](#) in Midtown for beer and a chill vibe.

Detroit Casinos

Detroit's casinos are world-class, so we sure to stop by them while you're in town. Aside from all of the casino classics, check out top notch dining such as [Iridescence](#) at [MotorCity Casino](#), [Wolfgang Puck Steak](#) at MGM Grand Detroit. And [Greektown Casino](#) is surrounded by authentic Greek cuisine and nightlife.

Iconic Detroit Hot Spots

None of us want to admit to it, but we all love a good touristy photo or attraction. We are proud of our iconic Detroit landmarks, like the Spirit of Detroit and the Joe Louis first, both located near the GM Renaissance Center. No trip to Motown is complete without a visit to the [Motown Museum](#). You can literally stand in the studio where legends like Stevie Wonder, The Temptations, Diana Ross and Michael Jackson got their start. And if you have time for a show, don't miss out on a chance to see the inside of the [Fox Theatre](#).



ABOUT THE DETROIT METRO CONVENTION & VISITORS BUREAU

The Detroit Metro Convention & Visitors Bureau (DMCVB) is the only organization that promotes metro Detroit regionally, nationally and internationally as a convention, business meeting and tourism destination. To achieve this goal of soliciting and servicing the area's second-largest industry, the DMCVB works with the Detroit and Windsor area business community, civic organizations and local government offices in Wayne, Oakland and Macomb counties.

The DMCVB has been recognized as a Top Workplace by the Detroit Free Press since 2013. They have approximately 65 employees, with a budget just shy of \$20M.

The DMCVB is neither a branch of any government nor a charitable foundation. It is an independent, nonprofit economic development organization which receives its funding from several sources, including:

- A 2 percent assessment (not a tax) on all hotels and motels with 35 or more transient rooms in Wayne, Oakland and Macomb Counties.
- Membership dues from the corporate community, private sector, trade and service organizations

DMCVB MISSION

The mission of the Detroit Metro Convention & Visitors Bureau is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact.

In collaboration with our partners, stakeholders and customers, our purpose is to champion the continuous improvement of the region as a dynamic and memorable tourism destination.

POSITION SUMMARY

Position: Director, Sales
Reports to: Senior Vice President, Sales, Marketing & Sports

POSITION PURPOSE

Responsible for the development and implementation of a comprehensive direct sales program to deliver targeted volumes of leisure, convention, meeting, tradeshow, film and group tour business to the Metro Detroit Region.

DIRECT AND INDIRECT SUBORDINATES

| | |
|--|------------------------------------|
| Senior National Sales Managers | Sales Coordinators |
| National Sales Managers | Administrative Specialist (shared) |
| Sales Managers (six telecommunicating) | Research & Data Specialist |
| Meetings Managers | Sales Assistant |

POSITION SCOPE

This position works in coordination with the Senior Vice President of Sales, Marketing & Sports, as well as other internal DMCVB departments, to ensure an effective and integrated sales program that is designed and executed to fulfill strategic objectives established by the DMCVB executive management. This position interacts with members of the hotel and tourism community. This position represents the DMCVB at national conferences and tradeshows, as well as on local, state, regional and national committees

MAJOR JOB DIMENSIONS

1. Develop, lead, and manage a direct sales program, defined by geographic and vertical market segments.
2. Develop and manage comprehensive personnel and program performance reporting and forecasting system to accurately establish budgets, monitor and track impact, results and trends. Determine realistic goals, incentives and provide performance appraisals for subordinate personnel.
3. Provide leadership, direction and act as a mentor to further the development and growth of subordinates.
4. Work closely with Sr. VP, Sales & Marketing to develop integrated processes and procedures within the department and across the bureau.
5. Manages a complete automated account management system to provide accurate, efficient, and timely records including all aspects of results of sales activity, lead generation, and sales initiatives. System must ensure data integrity at all times so that information is assessable to other DMCVB personnel.
6. Approves DMCVB sales expenditures for each segment as they relate to approved initiatives.
7. Develop effective relationships with key industry partners to effectively coordinate sales activities and present competitive bids. Make sales calls and attend tradeshows.

ADDITIONAL RESPONSIBILITIES

- Supervises the day-to-day activities of assistants, and sales personnel.
- Works cooperatively with Communications and Services to develop materials for effective solicitation and bid materials.
- Works with industry groups and peers to benchmark and track local industry trends and DMCVB sales effectiveness relative to key competitors.
- Reports results on a regular basis to DMCVB senior and executive management and, when required, the Owner Advisory Committee.
- Professionally represents the DMCVB at industry, association, and community meetings.
- Effectively manages remote sales offices.
- Negotiates and supervises sponsorship agreements on behalf of the Bureau.

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS REQUIRED FOR THE POSITION

- Ability to think strategically as well as tactically.
- Ability to build effective consensus within a diverse team.
- Understanding of financial management, budgeting and resource management.
- Ability to lead development and execution of sales plans, sales skills and sales strategies.
- Detailed knowledge of hotel and convention center operating procedures and business practices.
- Strong knowledge of tourism industry, convention and film markets including customer segmentation, distribution systems, and general pricing negotiation practices.
- Excellent written and verbal communication skills in the English language.
- Ability to maintain a positive and professional work attitude and appearance.
- Ability to develop and maintain effective working relationships with peers and colleagues and subordinates.
- Ability to establish a rapport with members of the hotel and tourism community and to counsel individual partners on planning and executing effective sales initiatives is critical.
- Must have the ability to make compelling presentations.

MINIMUM QUALIFICATIONS

- Bachelor's degree
- A minimum of five years' experience in a supervisory capacity with hands on experience in the following areas:
 - Marketing
 - Sales
 - Automated Account Management Systems
 - Budgeting and Business Planning
 - Public Speaking
- Thorough working knowledge of PC systems and applications such as word processing, spreadsheet, database, and presentation software.
- Willingness and availability to travel.

PREFERRED QUALIFICATIONS

- Master's degree from an accredited university in Business, Management, or Marketing.
- Management experience in the hospitality industry.
- Experience developing, writing and executing sales plans.
- An established and visible industry profile.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Executive:



Kellie Henderson, Vice President | SearchWide Global

www.searchwideglobal.com | henderson@searchwideglobal.com

703-912-7247 (direct) | 703-463-7042 (mobile)

About SearchWide Global

SearchWide Global is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.