Bermuda Tourism Authority

CHIEF EXECUTIVE OFFICER

Hamilton, Bermuda
EXPLORE BERMUDA

Bermuda is 21-square miles of natural beauty and colourful island culture. To get a lay of the land, explore the island's three regions – West End, Central Bermuda, and East End – and get an overview of the world-renowned beaches dotting its shores.

IMMERSE YOURSELF

Bermuda’s beaches are legendary, but beyond the pink sand you’ll find a mid-Atlantic island packed with a rare mix of experiences. Go sailing or shipwreck diving, explore ancient caves and subterranean lakes, uncover British colonial heritage in historic towns, celebrate with Gombey dancers, feast on one of the world's best fish sandwiches and wash it all down with one of the island's signature rum drinks.

**On the Water**

Cerulean, turquoise, azure – there are many colours to describe Bermuda’s brilliant blue water, and even more ways to enjoy it. Set sail on the Atlantic Ocean, paddle around coastal cliffs, ride to hidden coves on a jet ski or take a sunset cruise in the Great Sound. Interested in what lies beneath? Go scuba diving to explore colourful coral reefs and ghostly shipwrecks. Take a whale watching tour in the spring, or fish for wahoo, tuna, rockfish, and spiny lobster during season. Or go parasailing for an unforgettable view from above.

**Nature & Natural Wonders**

Atlantic Ocean waters, pink-sand beaches and rocky coves connect with bays, parks, preserves, marshes, forests, gardens, caves, and grottos, providing homes for a huge variety of flora and fauna. From 40-ton humpback whales to colourful lizards and rare birds, Bermuda is teeming with wildlife and natural wonders big and small. Consider this your guide to the island’s natural attractions, whether you’re looking for major points of interest or secluded scenic hideaways.

**Arts, Culture & Entertainment**

Bermuda fuses British charm, African heritage, and other influences old and new into a cultural mix that cannot be found anywhere else. Historic sites meet modern cultural gems, museums display everything from shipwreck artefacts to contemporary fine art, and music and dance enliven the mood all around the island. You'll come across Gombey dancers at festivals, artisans crafting masterpieces in their studios and musicians jamming the night away at nightclubs and pubs. Feel the pulse of Bermuda and start exploring.
BERMUDA MEETINGS – MAKING EVENTS EXTRAORDINARY

Now there is a renewed energy and excitement about the island as major renovations, new projects and legendary hospitality are paving the way for a next-generation destination to host meetings, conferences and incentive programs. Set apart by its location out in the Atlantic, easy airlift access, the warmth of the people, its natural beauty, along with elegant and elevated style, make Bermuda an ideal destination for guaranteeing lasting memories.

Meeting Venues
Bermuda’s elegant meeting venues come in the form of oceanfront resorts, historic hotels and other unique spaces featuring ballrooms, breakout rooms, onsite dining, spas and more.

Event Planners and Destination Management Companies
No one knows Bermuda better than on-island destination management companies and event planners. Count on them to offer thorough, professional, and creative assistance, from pre-planning through post-event follow-up.

Meeting and Event Suppliers
From rentals and audio-visual services to catering, entertainment and transportation, Bermuda's meeting suppliers help you cover all the bases to ensure a smooth, successful event.

ABOUT THE BERMUDA TOURISM AUTHORITY

The BTA is a dynamic, independent, and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination. We partner with the Bermuda government, industry stakeholders and our whole island community to create memorable experiences for more visitors and grow tourism and jobs as a result.

The BTA has four divisions that work collectively to grow the island’s tourism economy. They include Experience, Sales and Marketing, Operations and Business Intelligence and Technology.

The Bermuda Tourism Authority has numerous Programmes to raise awareness of the island’s tourism industry and inspire those working in the sector. Programmes include Bermuda Tourism Summit, Tourism Experience Investment, Tourism Ambassadors, Appreciation and Entrepreneurs and The World Travel & Tourism Council (WTTC) Safe Travels Programme.
MISSION

The Bermuda Tourism Authority consists of four divisions that work collaboratively to develop Bermuda’s tourism industry by growing the number of visitors, increasing visitor spending, and nurturing an environment for job creation:

- **Experience** - The BTA is a dynamic, independent, and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.
- **Sales & Marketing** - The Sales & Marketing Division focuses on Bermuda’s sales and marketing activities to raise awareness of and demand for Bermuda as a destination. It is the guardian and messenger of the Bermuda brand.
- **Operations** - The Operations Division ensures the smooth daily operation of the BTA, overseeing human resources, finance, information technology, real-estate management, legal and contracting matters.
- **Business Intelligence & Technology** - The Business Intelligence & Technology Division ensures the Bermuda Tourism Authority is well informed and responsive to its market.

VALUES

The Bermuda Tourism Authority is a dynamic, entrepreneurial, and independent tourism experience. Our **Values** include:

- Performance & Accountability – We deliver on our promises and obligations.
- Passion & Pride – We live the Bermuda Tourism brand.
- Leadership & Collaboration – We are catalysts for positive change in Bermuda.
- Honesty & Integrity – We try to always do the right thing.
- Awareness & Respect – We respect and embrace our differences.

Click [here](#) to learn more about Bermuda Tourism Authority.

POSITION SUMMARY

Reporting to the Board of Directors, the CEO has overall responsibility for leading the BTA by managing a sound, flexible, efficient, cost effective and ultimately profitable organization, while meeting all requirements set by governing legal and regulatory bodies. As CEO, you are ultimately accountable for the development of sustained value creation for industry and community stakeholders. Working collaboratively with the Board of Directors and C-Suite, you will be accountable for the execution of the strategic vision and direction for the BTA. This includes managing all resources to ensure optimal performance, developing, and maintaining continuity of leadership capabilities, and providing leadership in corporate governance and regulatory compliance.

RESPONSIBILITIES

The CEO will be responsible for the development and management of a high performing team of four direct reports. He/she will be accountable for an annual budget.

In addition, the CEO will be responsible for:

- Communicating and implementing the BTA vision and overall strategic direction for all core divisions.
- Employing the leadership skills necessary to make the BTA vision a success.
- Implementing 2017 BTA Growth Plan that guides the direction for all divisions.
- Overseeing the complete operation for all divisions of the BTA in accordance with the direction established in the National Tourism Plan and subsequent BTA Growth Plans including meeting annual growth and profitability targets.
- Operating BTA in a timely and fully compliant regulatory focused manner; effectively managing all risk.
- Leading, guiding, directing, and evaluating the work of the Management Team.
- Working in partnership with the Board of Directors and soliciting advice and guidance, when appropriate. Effectively communicating the opportunities, challenges, and results.
• Ensuring that proper metrics are in place and are used to evaluate the success of all core divisions and the individuals that manage them.
• Maintaining awareness of both the local and international competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards.
• Being the face and voice of the BTA in professional associations and other activities in the local and international community and marketplace.

STRATEGIC PLANNING
• Prepares and executes annual business plan (in conjunction with the Board of Directors) to address the execution of the Bermuda National Tourism Plan with an expected focus on tourism product development and marketing.
• Strengthen and continue to build a sound organizational structure for the BTA’s operations, including administrative functions.

Financial Accountability
• Prepares and monitors the approved annual budget and multi-year financial plans to ensure BTA’s financial health and viability.
• Reviews financial reporting monthly to ensure the adequacy and soundness of the organization’s financial position. Makes sure that the Board receives comprehensive financial reporting on a quarterly basis or more frequently if requested.

Operational Management
• Develops, for the purpose of day-to-day administration, specific policies, procedures, and programs to implement the general policies established.
• Regularly analyses performance and results of all functional areas within the organization relative to the established objectives, ensures appropriate steps are taken to correct any unsatisfactory conditions and reports to the Board.
• Creates market reaction to new and exciting multi-channel marketing initiatives that starts to put Bermuda back on the map as a must visit destination.

People Management
• Appropriately staff organization office(s) to ensure effective and financially viable staffing levels (in consultation with Board of Directors); manages day-to-day office operation; conducts semi-annual staff talent reviews to foster performance effectiveness; cultivates staff talent to address organization needs.

QUALIFICATIONS (TRAINING, EDUCATION, PRIOR EXPERIENCE)

As outlined in the 2013 BTA Act, CEO shall be a person with suitable qualifications and experience in management, finance and the travel and tourism sectors. Specific experience at the executive management level with prior responsibility for tourism product development, destination marketing and sales is preferred.

• Minimum 10 years’ experience as a senior executive with responsibility for leading high performing marketing, sales and investment teams and delivering results.
• Relevant and successful track record of leading product development and branding to enhance brand awareness and grow market share.
• Demonstrated understanding of seasonal destinations and proven marketing and revenue generation strategies is preferred.
• Proven ability to lead an organization with varied stakeholders and external third parties.
• Previous success working with a Board of Directors with the ability to cultivate existing board member relationships. Strong knowledge of board governance is essential.
• Excellence in organizational development with the ability to lead high performance teams and to set and achieve strategic objectives.
• An effective, credible communicator and spokesperson before all audiences including government officials, industry stakeholders, media, business leaders and the public at-large.
• Prior experience participating in complex contract negotiations along with a track record of achievement in tourism/destination management or related fields with detailed knowledge of tourism industry, including both business travel and leisure segments is also preferred.
• Experience in managing people, budgets, and projects to achieve strategic objectives is essential.
• A strong strategic and business mindset.
• Ability to balance the delivery of programs against the realities of a budget.
• Flexibility to travel extensively.
• Good working knowledge of Bermuda and our National Tourism Plan is an asset.
• Demonstrated / Evidenced personal alignment with the BTA’s organizational values.
• Bachelor’s degree in Business or related field; MBA or equivalent preferred.

KEY CHARACTERISTICS

• Visionary
• Collaborative
• Politically astute
• Broad thinker
• Engaging
• Consensus builder
• Strong communicator
• Community centric
• Charismatic

TOP PRIORITIES

1. Work to position the destination through the pandemic and into the recovery stage.
2. Evaluate and conduct a full review of the internal organization and strategic plan; work with the Board and key stakeholders, gaining buy-in to develop and implement potential enhancements to update the company’s strategic plan. Including, but not limited to, staffing, budget management, and current programs.
3. Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on-going communication.
4. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.

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