

## VICE PRESIDENT OF SALES

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Camelback Resort | Tannersville, PA







# Camelback Resort

— This is the heart of the Poconos —

Life needs adventure and at Camelback Resort, we have mountains of it. Located in the heart of the Pocono Mountains, this four-season resort offers skiing, tubing, indoor & outdoor waterparks, and more. 365 days of indoor/outdoor adventure.

Voted #1 Indoor Waterpark in the USA and #1 Ski Resort in Pennsylvania, Camelback Resort encompasses more year-round amenities than any other mountain resort in the country; adventure on the zip lines, ropes course, mountain coaster and fun for the entire family.

## Amenities

- 453 Guest Suites
- 17 Restaurants and Bars
- 20,000 sq. ft. of Meeting Space
- Hiking
- Segway Tours
- Mountain Biking
- Skiing & Boarding
- Mountain Coaster
- Snow Tubing
- Ropes Courses
- Waterparks
- Ziplines

## About KSL Resorts

In every detail is an opportunity if you simply know how to uncover it. This is the driving principle behind all that we do at KSL Resorts. Over the last two decades, we've honed our skills and expertise as successful owners, operators, and asset managers. In doing so, we constantly prove that the more we dig into the details right down to the granular level, the more opportunities we create. This keen focus and diligence has fueled imaginative solutions, higher margins, and a steady track record of positive results. All while positioning properties for long-term sustainable success.

Year after year, one fact remains constant: no two projects are the same. Which means there is no one-size-fits-all answer. That's why every KSL strategy is customized for the individual property. In seeking out new and creative ways to maximize the entire property, we make certain every single inch is intentional, not by stripping it down, but rather intelligently re-envisioning and building up.

Because when it comes down to it, the most important result is that a property ends up in a healthier, more stable place than when we came together. So that our business partners feel every bit as confident and relaxed as our guests.



## POSITION SUMMARY

As a member of the Resort's Executive Committee, the Vice President of Sales is responsible for the creation and successful execution of sales strategies that achieve and maximize revenue for all product lines at Camelback Mountain Resort. This includes Ski Mountain, Snow Tubing, Camelback Mountain Adventures (CMA), Waterparks (Aquatopia and Camelbeach), and Hotel Lodge Revenue to include group and transient rooms along with banquet and catering revenue. Key activities will include recruiting, selecting, and developing a talented sales team across all product lines and developing and managing the sales department budget.

## PRIMARY RESPONSIBILITIES

- Lead the Resort's overarching sales strategy and sales departmental operations.
- Outline and maintain departmental budgets and pace goals.
- Develop annual sales goals and collaborate with the sales team to build strategic plans to meet objectives across all revenue streams and product lines, including season pass sales.
- Motivate, train, and support the sales team to achieve their goals.
- Monitor the market and competitor products and activities.
- In conjunction with the Vice-President, Revenue Management provides detailed revenue forecasts.
- Review customer activity, anticipate consumer needs, develop new products, and improve customer satisfaction.
- Identify where improvements can be made and develop success-driven plans.
- Successfully collaborate with key support departments at the Resort, particularly Marketing, Revenue Management, Finance, and Food & Beverage.
- Successfully collaborate with key support departments at the KSL Corporate Office in the establishment and attainment of sales strategies, goals, incentives, and corporate partnerships (CVENT, True Tour, etc.)
- Provide accurate and timely reports that track the progress of the Sales Efforts.
- Communicate and foster relationships with clients and community members.
- Establish a professional network in the local community, KSL Resorts, and relevant industry organizations and act as an ambassador for the Resort.

## QUALIFICATIONS

- Prior Sales leadership experience is required. Hospitality and tourism experience is preferred.
- In-depth knowledge of leading selling strategies and methods.
- Complex resort or multiple property sales leadership 5-7 years as a true #1 of the sales department
- Strong working knowledge of hospitality products, competitive products, and the market.
- Proficient in all Microsoft Office products as well as sales-related software and systems.
- Excellent leadership, communication, interpersonal, and customer service skills.
- Great strategic planning, organizational, and creative thinking skills.

## KEY CHARACTERISTICS

- Superior level of integrity and respect.
- Curious and humble to learn.
- Strong influencer.
- Empathetic.
- Self-awareness.
- High degree of emotional intelligence.
- Visible, respected, and inspirational leader.
- Enthusiastic with pride and passion for winning.

## TOP PRIORITIES

1. Champion KSL Resort's Culture within the Resort and understand the scope of all lines of business.
2. Forge relationships with the Executive Committee as well as Sales, Marketing, and Revenue Teams.
3. Assist in the development of the 2024 Business Performance Plan and Budget.
4. Partner with the key stakeholders at the Resort and Corporate offices to execute the strategies outlined in the Business Performance plan to achieve budgeted revenue.



## Executive Team Organizational Charts







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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, John Brich.**

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