

SENIOR VICE PRESIDENT OF SALES & DESTINATION SERVICES

Meet Boston | Boston, MA





Boston

Explore the city where the new and the old are in constant conversation, where cobbled-stone streets meet glass-enclosed shopping galleries, where The Freedom Trail landmarks stand beside cutting-edge restaurants, and renowned performance theatres brush shoulders with trendy nightclubs.

Uncover Boston's past while enjoying its distinctively modern edge; enjoy the old masters and the brew masters, pedal-powered swan boat rides, or high-speed catamaran whale watches. Shop artisanal markets or chic boutiques. While the afternoon away at a sidewalk cafe or dine from the popular food trucks found throughout the city. Enjoy star-studded concerts, some under the stars. Take a walking tour or blaze a trail of your own. Stroll the lively waterfront or cruise the historic harbor.

- Museums & Attractions - Boston is particularly fun for kids; the New England Aquarium, Museum of Science, Harvard Museum of Natural History, and Boston's Children's Museum are family favorites. History buffs will enjoy The Boston Tea Party Ship & Museum and Museum of African American History. For art lovers, the Museum of Fine Arts and the Isabella Stewart Gardner Museum are iconic institutions with great masters on display.
- Sightseeing & Trails - Boston's rich history of immigration and multiculturalism is celebrated along the Black Heritage Trail, Irish Heritage Trail, Native American Trail, and the Boston Equality Trail.
- Performing Arts & Entertainment - Boston's cultural calendar is seemingly infinite. Mellow jazz clubs, rock concerts, Mozart concertos, children's puppet shows, musicals, classic plays, and much, much more.
- Tours - Fun by land, sea, or air. You will enjoy Boston's many diverse and historical tours. Trolley Tours, Duck Tours, Foodie Tours, Beer Tours, Helicopter Tours, Bike Tours, Harbor Cruises, and of course, the Freedom Trail.
- Shopping - For those of you who favor urban chic, the traditional and classic, or upscale funky, our shops and stores are certain to please.
- Sports - Boston is Titledown, USA, boasting 11 professional championships in the 21st Century. Each of our storied franchises has won a championship in the past decade. Try to find another city that's even close. Good luck!
- Nightlife - Nightlife in Boston thrives with its many theatres, bars, pubs, and clubs. If you enjoy a lively night on the town or simply sitting cozy at a piano bar, whatever your pleasure, this section will shed some light on Boston at night.



POSITION SUMMARY

Meet Boston (formerly Greater Boston Convention and Visitors Bureau) is seeking a Senior Vice President of Sales and Destination Services to direct, motivate and lead a team of sales, destination services, and site experience professionals.

The Senior Vice President of Sales and Services must inspire the trust and confidence of others on the team, in the organization, and from the Board and stakeholder organizations with whom they interact. The position requires the ability to lead a diverse team of professionals, provide strategic leadership to the organization, and balance, prioritize and integrate competing interests. The position reports to the CEO and serves as a key member of the Senior Leadership Team.

ESSENTIAL FUNCTIONS

- Oversee the sales teams' lead generation and bookings to meet established monthly and annual goals.
- Oversee the destination services service request, definite, and other activities to meet monthly and annual goals.
- Implement strategic direction for the sales teams regarding prospecting, customer/partner entertainment, events, trade shows, and active membership in appropriate industry associations.
- Develop and manage annual budgets, including but not limited to TDMD, departmental, and MCCA budgets.
- Oversee site experience and destination services teams to ensure successful site experience tours of hotels, attractions, and venues with visiting planners to confirm business for Boston.
- Work with the sales team to creatively identify new business opportunities and leads that fit into the hotel partner's need periods.
- Translate available destination data and analytics into sales plans targeting group businesses.
- Manage 3rd party agency relationships as needed for additional lead support.
- Plan and manage client events, tradeshow, and key initiatives.
- Maintain active membership in industry association for the purpose of interfacing with potential customers and industry colleagues.
- Attend sales events and industry association meetings.
- Develop strong relationships with key stakeholders - Hotels, Boston Tourism Marketing District (TDMD), Attractions, Restaurants, MCCA, and the long-term sales arm, the Boston Convention Marketing Center.
- The SVP will actively facilitate effective cross-functional teamwork with members of Meet Boston's Sales, Destination Services, and Partnership departments.
- Plan and lead frequent DOSM meetings with key industry stakeholders.

WORK ENVIRONMENT

- Full-time, Monday to Friday.
- Hybrid work schedule - 3 days in office/2 days remote, subject to change in the future.
- COVID-19 considerations: all staff are required to submit proof of having received a COVID immunization.

REQUIREMENTS & QUALIFICATIONS

- Demonstrated leadership, interpersonal, presentation, and organizational skills.
- 10 years minimum of leadership in the hospitality industry sales.
- Prior sales leadership with a large sales team.
- Previous DMO experience preferred.
- Experience leading, mentoring, and guiding a successful sales team.
- Successful history of generating business through creative sales initiatives, lead generation, and suggestions.
- The ability to handle multiple projects/tasks, prioritize work and meet deadlines.
- Strong problem-solving and decision-making skills.
- Demonstrated effectiveness in written and verbal communication.
- Strong track record of meeting and exceeding goals and objectives.
- Outgoing and engaging personality.
- Ability to be flexible, self-directed, motivated, and able to interact with employees at all levels.
- Capable of compiling and analyzing data to guide strategic planning.

KEY CHARACTERISTICS

- Creative thinker
- Strong communicator
- Season team leader
- Community and team-oriented
- Outgoing
- Approachable
- Collaborator
- Motivator

TOP PRIORITIES

1. Get to know the staff and key stakeholders in the community. Listen and build trust and credibility.
2. Begin to develop strategies to increase high-value business during need time periods.



Kellie Henderson

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

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.