

EXECUTIVE DIRECTOR OF SALES

The Broadmoor | Colorado Springs, CO





The Broadmoor

A Luxury Resort With A Spirit of Adventure

Since first opening our doors over a century ago, The Broadmoor has offered guests an incredible way to experience the unique beauty of the American West. Today, as the world's longest-running consecutive Forbes Five-Star and AAA Five-Diamond resort, that tradition is met with warm, genuine hospitality and an unmatched selection of adventures and activities that celebrate our magnificent surroundings.

Our iconic Colorado Springs hotel is home to an abundance of restaurants, cafes, and lounges, two legendary golf courses, a world-renowned spa, 19 distinctive retail outlets, and an array of programs for guests of all ages and interests. We also specialize in hosting unforgettable meetings and events with over 315,000 square feet of sophisticated function space.



ACCOMMODATIONS

The 784-guest rooms, suites, cottages, brownstones, and Estate House at The Broadmoor feature the elegant touches and thoughtful amenities that have enchanted guests for over 100 years. Each luxurious retreat features either one king or two double beds, plush furnishings and an array of modern amenities ideal for leisure or business travel. Learn more about our accommodations [here](#).

ACTIVITIES

Enjoy endless activities to discover in any season. The Broadmoor is more than a legendary resort, it's an unrivaled experience. Tee off with the pros on our two legendary golf courses, or perfect your swing with our award-winning tennis and pickleball program. From sun-soaked fun at our outdoor infinity pool to an indulgent day at our five-star spa, you'll find something to inspire your spirit. Click [here](#) to learn more about the activities that we offer.

ADVENTURES

Your ultimate Colorado adventure awaits. With over 300 days of sunshine each year and virtually no humidity, The Broadmoor provides the perfect backdrop to experience the natural beauty of the American West. Discover an array of inspiring outdoor excursions that include personalized instruction from our knowledgeable staff of experts at Broadmoor Outfitters, as well as the equipment you need to enjoy the beautiful surroundings. Explore more about our adventures [here](#).

MEETINGS & EVENTS

With over 315,000 square feet of flexible, functional, and sophisticated event and convention space, meeting areas of all sizes, and over 100 years of award-winning hospitality, The Broadmoor understands the unique needs and attention required to create memorable and successful meeting experiences. We're nestled on the southern edge of the Rocky Mountains, with 5,000 lush acres to explore. Our meeting specialists are among the resort's greatest assets and will tailor our extensive event offerings to support your meeting goals, including advanced audiovisual support and diverse cuisine from our renowned culinary team.

CONVENTION CENTER

The Convention Center at The Broadmoor is the only venue to offer a true Colorado convention and exhibition experience in the state. Located in the foothills of the iconic and picturesque Rocky Mountains, the Convention Center at The Broadmoor is comprised of over 200,000 square feet of flexible meeting and convention space and is the epitome of a full-service venue complete with the infrastructure, services, and amenities of a stand-alone convention center.

BARTOLIN HALL

With the recent addition of the all-new Bartolin Hall, The Broadmoor is ushering in a new era of tradeshow and exhibitions. A facility unlike any other, this 125,000-square-foot facility boasts 93,500 square feet of true exhibit space, featuring polished concrete floors, 25-foot-high black piped ceilings, and a direct connection to our 60,000-square-foot ballroom known as Broadmoor Hall. Bartolin Hall has 18 breakout rooms on the first floor with west-facing views, dedicated food service areas, and three sets of restroom facilities conveniently located throughout. The second-floor mezzanine level has an additional 14 meeting rooms equipped with airwalls for customization and nearby restrooms, bringing the total number of meeting rooms to 32. The introduction of this groundbreaking venue brings the total function space of The Broadmoor to over 315,000 square feet and allows large conference or trade show attendees to receive the highest level of service in an unrivaled setting at the foothills of the Rocky Mountains.

POSITION SUMMARY

The Executive Director of Sales will direct, oversee, and monitor the day-to-day operations of the sales team. They will also be responsible for communicating and working with the Director of Conferences and Catering, as needed, to support the sales process and ensure the proper transition of accounts from Sales to Conference Services.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead and motivate the sales team and support them through the sales process.
- Ensure room night goals and revenue budgets are met and exceeded to maximize occupancy and profitability of the resort.
- Manage the function space and ensure proper space allocation and set-up/tear-down times.
- A high focus on filling off-season group business from November – April.
- Ensure that banquet revenue and budget are a top priority of the sales team.
- Manage and assist the Wilderness salesperson in making their annual goal.
- Actively participate in weekly MarCom meetings to ensure the group team receives proper marketing support.
- Actively participate in the ongoing development of a Sales Incentive Plan (SIP).
- Ensure fair and consistent departmental rules and practices for employees, increasing morale and reducing turnover.
- Professionally represent The Broadmoor at all times.
- Develop and implement ongoing training programs and selection criteria for employees.
- Increase the profitability of the resort by securing group business with appropriate ancillary spending.
- Manage sales operating budget by not overspending, thus, positively affecting the overall resort budget.
- Other duties may be assigned as needed.

QUALIFICATIONS

- A four-year college or university program certificate is preferred, and four to six years of Director of Sales or Director of Sales and Marketing management position experience is required.
- The ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- The ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- The ability to write speeches and articles for publication that conform to prescribed style and format.
- The ability to effectively present information to top management, public groups, and/or boards of directors.
- The ability to work with mathematical concepts such as probability and statistical interference, and fundamentals of plane and solid geometry and trigonometry.
- The ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- The ability to define problems, collect data, establish facts, and draw valid conclusions.
- The ability to interpret a wide variety of technical instructions in mathematical or diagram form and the ability to deal with several abstract and concrete variables.
- Word processing and Delphi FDC knowledge are a high priority. Spreadsheets, Internet software, E-mail, and Database software.

SUPERVISORY RESPONSIBILITIES

Current supervisory responsibilities include 7 Directors of National Sales, 4 Executive Meeting Managers, 1 Wilderness Sales Manager, 1 Director of Convention Center Sales, and 4 administrative staff. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; and addressing complaints and resolving problems.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the environment is moderate.

TOP PRIORITIES

- Have a good understanding on the overall campus with a high focus on meeting space. - first 30 days
- Get to know The Broadmoor meeting capabilities seasonally. - first 30 days
- One-on-ones with the leadership and sales team. - first 30 days
- Have a solid understanding of our patterns, rates and seasons. - first 60 days
- Lead business review meeting. - first 60 days
- Have a good understanding of our Wilderness Properties, their season and rat structure. - first 60 days
- Review contracts and proposals and provide feedback. - first 90 days
- Have good understanding of Sea Island, Windstar and Xanterra entities. - first 90 days
- Visit Sea Island. - first 90 days
- Attend MarCom meeting. - first 90 days



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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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