

SENIOR VICE PRESIDENT, CONVENTION SALES & SERVICES

VISIT DENVER | Denver, CO





Denver

Denver is one of the best cities in the U.S. to both visit and live. Our vibrant ecosystem of business and cultural assets – including diverse industries, multinational companies, professional and recreational sports, museums, public art, music, theater, culinary delights, and outdoor beauty – creates the perfect environment for this important gathering. Harper’s BAZAAR proclaimed The Mile High City among the [“20 Best Places to Travel in 2021,”](#) and, also in 2021, National Geographic included Denver in their list of [“25 Global Destinations on the Rise.”](#)

Denver has a mild year-round climate, 300 annual days of sunshine, and easy access to outdoor activities, both in the city and the nearby Rocky Mountains. Denver is dryer than Phoenix in winter, with an average daily high of 45 degrees (F) in February. Golf courses remain open all year and have been played as many as 30 days in January. Denver receives only 17 inches of precipitation a year – similar to Los Angeles. Denver’s outdoor accessibility is an important part of the city’s appeal to visitors during (and after) COVID who are seeking outdoor and less populated areas to visit.

History

Though Denver is now a metropolitan, 21st-century city, in 1858, there was not a single person living in the Denver metro area. Thirty years later, Colorado had already become a state with a population of almost 200,000. It was a Gold Rush that caused this boom, and in a 30-year period, Denver saw some of the wildest events in the Wild Wild West. This fascinating period is relived in museums and attractions, old gold mining villages, beloved annual events, and hundreds of elegant Victorian buildings.

Government

Denver is a consolidated city-county with a mayor elected on a nonpartisan ballot, a 13-member city council, and an auditor. The Denver City Council is elected from 11 districts with two at-large council members and is responsible for passing and changing all laws, resolutions, and ordinances. All elected officials have four-year terms with a three-term maximum. The current mayor is Michael Hancock, who will complete his final term in 2023. Denver has a strong mayor/weak city council government. The mayor can approve or veto any ordinances or resolutions approved by the council. However, the council can override the mayor’s veto with a nine out of the thirteen-member vote.

Economic Strength

The Denver MSA comprised the 18th largest metro economy in the United States. Denver’s economy is partially based on its geographic position and its connection to some of the country’s major transportation systems. It is a natural location for storage and distribution of goods and services. Denver is nearly equidistant from large Midwestern cities like Chicago and St. Louis and some large cities on the West Coast, such as Los Angeles and San Francisco. Many large corporations, including Fortune 500 Companies, have their headquarters in the Denver area, such as Arrow Electronics, Dish Network, Western Union, Ball Corporation, Newmont Mining, Liberty Media, American Medical Response, Gates Corporation, VF Corporation, DaVita, Palantir, TTECH and Advanced Energy Industries. Denver is also a growing technology hub and has the 8th largest tech talent market in the United States.

Downtown Denver Work Environment

Downtown Denver's highly educated and in-demand workforce is growing to support the city as an epicenter of business and innovation. Downtown Denver offers access to the metro area's existing workforce and, coupled with a wealth of educational opportunities, supports a quality workforce for the future. Downtown Denver ranks as one of the best places to work and live and attracts high-quality talent to support an economically powerful city. An increasing number of companies are also headquartering or opening offices in Downtown Denver, indicative of its reputation as one of the best places in the country to start and grow a business.

Outdoor City

Of course, a visit to Denver would not be complete without experiencing some of the extraordinary outdoor recreation available in and around the city. Set against the stunning Rocky Mountains, Denver can serve as a [base camp](#) for day trips and adventures of all kinds – world-class skiing, hiking, mountain biking, snowshoeing and much more. Rocky Mountain National Park is just 90 minutes northwest of the city, and the foothills of the mountains are just 40 minutes away. There are 200 named peaks visible from Denver, including 32 that soar to 13,000 feet and above. The mountain panorama visible from Denver is 140 miles long.

The city itself is an outdoor lover's dream – with one of the largest city park systems in the country, more than 4,000 acres of traditional parks and parkways, including 2,500 urban natural acres, plus 850 miles of paved, off-street bike trails. In the city itself, there are opportunities to go kayaking, paddle boating, running, and more; there is no shortage of space to enjoy for free or very low cost. Denver is also home to six professional sports teams and has hosted many international sporting events – so, at any given time, it is easy to catch a game in a downtown stadium.

Denver has more than 200 parks within the city and 20,000 acres of parks in the nearby mountains. The city has its own buffalo herd and every year plants more than 200,000 flowers in 26 formal flower gardens.

Accessibility

Located just 340 miles from the exact center of the continental US, Denver, Colorado, is an outdoor city at the base of the majestic Rocky Mountains, 5,280 feet above sea level – exactly one mile high. Located almost precisely 1,000 miles from both Chicago and San Francisco, Denver is the most isolated city in North America, 600 miles from the closest city its size and surrounded by little populated areas of prairie to the north, east, and south and mountains to the west.

The city of Denver is very easy to navigate due to its street grid orientation to the four cardinal directions. The streets are very pedestrian-friendly and cycling and scooters abound. A well-developed freeway and highway system affords easy access to downtown and throughout the Denver region.

Denver International Airport (DEN)

Getting to Denver is easy – with nonstop flights from nearly 200 domestic and international cities, Denver has one of the most accessible airports in the U.S. and international cities, Denver has one of the most accessible airports in the U.S. [Denver International Airport](#) (DEN) is the number two airport in the country, according to the Wall Street Journal, as well as the number four airport in North America and number seven regional airport in the world (one of only two in the US), according to Skytrax World Airport Awards.

DEN remains a central component of Denver's success in both the leisure and meeting markets. Throughout the recovery, DEN has been one of the busiest airports in the nation, as well as the world, as measured by TSA "throughput," due to its strong domestic network and connections, which should lead to a quicker rebound. A [39-gate expansion](#) impacting all three concourses, completed in 2022, has greatly enhanced DEN's competitiveness and makes the city more attractive, particularly to meeting planners. Additional [expansion areas](#) will be completed in 2024.

The Regional Transportation District (RTD)

The A Line train from DEN to Denver Union Station, which launched in April 2016, provides an efficient option for transportation between the airport and downtown for both meeting planners and leisure travelers.

RTD still maintains the largest fleet of electric buses in the nation (26) to service the 16th Street Mall, and as of 2020, these electric buses had traveled more than 1.2 million miles carrying passengers throughout downtown.

Built-in 1982, the 40-year-old 16th Street Mall is currently undergoing a major restoration. The project will reconfigure the Mall's layout to create wider sidewalks, a new amenity zone, and a center-running Free Mall Ride shuttle service. Phased construction started in 2022 at Market Street and is moving towards Broadway Street before reaching completion in late 2024.

Culinary Renaissance & Craft Beverage Boom

Growing alongside Denver's art and music scenes is the city's culinary reputation, which continues to thrive and receive national recognition, thanks to James Beard Award-winning chefs, innovative chef-driven eateries, gourmet marketplaces, and a focus on locally sourced cuisine. Denver chefs, makers, and restaurateurs were semifinalists for the prestigious 2020 James Beard Awards. Additionally, Denver is the only city in the US to have hosted the Slow Food Nations festival, which casts a spotlight on innovative chefs and producers from around the world, as well as Denver's remarkable food scene. Denver also has one of the country's largest restaurant weeks, now in its 19th year.

The city's dynamic craft beverage scene is also on the rise, Travel + Leisure, Conde Nast Traveler and USA Today have all selected Denver as the No. 1 Microbrew Beer City in the nation, an opinion shared by the New York Times and CNN.com; and Denver is home to Great American Beer Festival, the largest ticketed beer festival in the country and one of the largest beer festivals in the world. However, beer is just the beginning of the latest craft beverage boom in Denver. Distilleries, urban wineries and even a traditional-style sake brewery have emerged on the scene, using local ingredients to create world-class products.

Art and Culture

In its Old West days, Denver had a performance of Macbeth before it had a school or hospital. Today, the Denver Performing Arts Complex has nine theaters seating 10,000 people and the second largest theater complex in the country, second only to New York's Lincoln Center.

Denver is the cultural epicenter of the Rocky Mountain region. According to a 2020 study from the National Endowment for the Arts, Denver leads the nation in attendance rate at performing arts events and exhibitions. The Mile High City's thriving cultural scene offers a robust lineup of public art, world-class museums, unique art districts, the second-largest performing arts complex in the U.S., and blockbuster exhibitions and events.

Denver has a growing reputation for its arts and cultural scene with world-class museums, performance venues such as the Denver Performing Arts Complex, blockbuster exhibitions and annual festivals. In addition, there are hundreds of arts and cultural organizations bringing creativity to the city and its neighborhoods, thanks in large part to the unique Scientific and Cultural Facilities District (SCFD) funding that generates more than \$60M a year and was renewed by Denver voters in 2016 for 10 more years.

Art and Culture

After closing due to COVID, arts and cultural attractions came roaring back in 2021 and look to be back to pre-pandemic attendance figures in 2022 with Broadway shows like Lion King, Riverdance, Hamilton and Tootsie coming, as well as Red Rocks Amphitheatre and other top live music venues back to full capacity.

The Bureau employs a full-time Cultural Tourism Manager to manage all cultural tourism initiatives, including the Denver365 events calendar, programs such as Denver Arts Week, outreach to the cultural community and management of VISIT DENVER's neighborhood content program. Denver365, VISIT DENVER's online events calendar, offers free marketing exposure for events throughout metro Denver.

Music Scene

Music is a significant part of Denver's culture, too. Home to Red Rocks Amphitheatre, the "best outdoor concert venue" in the country, according to Rolling Stone magazine – Denver has always been an iconic music destination. In addition to Red Rocks – a bucket list venue for musicians and fans alike – The Mile High City features an annual music lineup stacked with festivals and international headliners. Live music can be found nearly any night of the week at various concert stadiums, intimate theaters, and original events. These, along with the brand-new, state-of-the-art Mission Ballroom, compelled Rolling Stone to name Denver an explosive, rising music destination in 2020, akin to several of the country's well-known music hotspots, like Austin, Nashville and Chicago.

Sports Town

Population-wise, Denver is the smallest city in the country with six major professional sports teams — Denver Broncos football, Denver Nuggets basketball, Colorado Rockies baseball, Colorado Avalanche hockey, Colorado Mammoth indoor lacrosse, and Colorado Rapids soccer. That should tell you something about the way Coloradans feel about their sports.

As an official affiliate of VISIT DENVER, the [Denver Sports Commission](#) (frequently referred to as Denver Sports) operates as a clearinghouse and resource for all sporting event owners and organizers interested in Denver as a future location. The mission of Denver Sports is to proactively identify, pursue and attract new regional, national, and international sporting events and sports-related business opportunities that generate economic impact, engage the community, and support Denver's brand as an active, healthy city. Denver Sports is part of the convention team with a direct report to the President/CEO.

Hotels

The pandemic has had no impact on hotel growth in Denver, which continues at a historic rate. There are already more than 13,000 downtown hotel rooms within walking distance of the convention center and nearly 54,000 rooms in the metro area, with all major brands and price points represented.

Convention City

As a convention city, Denver is hip, young, safe, green and pedestrian-friendly, with easy accessibility, outstanding facilities and a reasonable cost – a perfect destination for international meetings and conferences. The city has hosted everything from the Pope's World Youth Day and the Summit of the Eight – a gathering of the top leaders of the world – to the 2008 Democratic National Convention, which brought 80,000 people together to hear then-Senator Barack Obama accept the nomination for President of the United States. Located in heart of downtown Denver, one of the most walkable and visitor-friendly downtowns in the country, and within walking distance of more than 13,000 hotel rooms, the [Colorado Convention Center](#) is ideal for any size meeting or convention group and is one of the most advanced conference centers in the nation. And metro-wide, Denver has more than 54,000 hotel rooms within 20 miles of the city center.

Colorado Convention Center Expansion

With a completion date scheduled for late 2023, the Colorado Convention Center is undergoing a massive 200,000-square-foot [expansion](#). The expansion, which is actually taking place on the rooftop of the original building, will feature a new 80,000 square foot multi-purpose room – the largest ballroom in Colorado; new pre-function and networking spaces; cutting-edge technology improvements; and, the crown jewel, a 20,000 square-foot rooftop outdoor terrace with sweeping panoramic views of both the city and the Rocky Mountains, all seamlessly integrated with the existing building. Located in the heart of Denver's walkable downtown, the CCC capitalizes on the urban core and the nearby Rocky Mountains to attract meetings and conventions.

About Visit Denver

[VISIT DENVER](#), The Convention & Visitors Bureau is a not-for-profit trade association with nearly 1,200 business partners (members) that contracts with the City of Denver to market Denver as a convention and leisure destination. With a forecasted annual budget of \$42.7M in private and public funding and 66 full-time professionals, VISIT DENVER's goal is to bring conventions and tourists to Denver for the economic benefit of the city, the community, and the Bureau partners.

The Bureau's budget is derived from partnership fees of approximately \$1.0M, private fundraising and advertising sales, and 3.75 percent of the Lodger's and Tourism Improvement District (TID) Taxes in the City and County of Denver. A 39-member Board of Directors governs the Bureau, which is elected by the Bureau partnership and includes two Denver City Council members. The Bureau is an accredited Destination Marketing Organization, a designation awarded and maintained by Destinations International (DI), the industry association for bureaus and related organizations.

Who we are:

- VISIT DENVER is a private not-for-profit 501C6 organization.
- We are not city employees, and we are not employees of the Colorado Convention Center.
- VISIT DENVER is a sales and marketing organization and has a contract with the City & County of Denver to serve as their official marketing arm.

Who should apply for our jobs?

- VISIT DENVER is comprised of passionate, hardworking team members! We value balance and want people who are looking for careers and not just jobs.
- We like to have fun, but we also take what we do very seriously.
- We are collaborators with leaders who are not afraid to make decisions.
- We represent the city and our nearly 1,200 stakeholders; we work in a fishbowl so if you are someone who can lose their cool, we're not the right place for you.

Diversity, Equity & Inclusion

We have raised our awareness and the work we do regarding diversity, equity, and inclusion (DEI). For VISIT DENVER it's not a program or an initiative it's a way of life. We define DEI in the following ways;

Diversity – Organizational commitment to culture, policies, and practice that support individuals in all the ways they differ.

Equity – Recognizing advantages and removing barriers to provide access to the same opportunities for everyone.

Inclusion – Employees of all backgrounds feel supported and valued so they can be their authentic selves.

We're on a journey and if you value DEI work then you'll feel at home here as well!

Flexible work schedules

Looking for flexible work schedules? We do provide flexibility, but we are in an in-office organization. We are in the business of gathering so we know that magic happens when people come together for face-to-face experiences. Each team member has some element of flexibility with their schedule. How much flexibility will depend on the type of job you have at VISIT DENVER. Currently, we require our entire team to be in the office on Tuesdays, Wednesdays, and Thursdays, with the option to work from home on Mondays and Fridays.

Attitude

We hire can-do, easy to get along with team members. We hire people who build bridges and don't burn them down, we hire people who believe in servant leadership and who value stellar customer service. We hire people who work hard to find a path to yes for our clients and stakeholders.





POSITION SUMMARY

The Senior Vice President, Convention Sales & Services will report directly to the President/CEO and develop, direct, and execute all convention meeting sales and destination services strategies and activities for VISIT DENVER.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Support the company's vision, mission, and values by exhibiting the following behaviors: excellence and leadership competence, collaboration, innovation, respect, personalization, commitment to community, accountability, and ownership.
- Participate in the development of the company's plans and programs as a strategic partner. Evaluate and advise on the impact of short- and long-range planning and introduction of new programs/strategies to meet company objectives. Provide strategic input and leadership on decision-making issues affecting the organization.
- Plan, develop, organize, implement, direct, and evaluate the organization's meeting sales and destination service functions and performance in support of organizational strategies and objectives. Direct sales forecasting activities and set annual performance goals accordingly. Establish booking goals for sales efforts and implement systems to monitor all sales activity.
- Enhance and/or develop, implement, and enforce policies and procedures of the organization that will improve overall operations and effectiveness of the company.
- Create and execute metrics and monitor reporting functions that track, measure and analyze departmental performance.
- Overall responsibility and accountability of room night booking verification.
- Develop and conduct oral/written presentations to the Board, government officials, and clients.
- Establish and maintain relationships with industry influencers and key strategic partners, specifically building strong relationships with member hotels.
- Work with city and convention center staff to sell, market and service convention center bookings.
- Meet with key clients and assist sales representatives with maintaining relationships, negotiating, and closing deals.
- Act as a professional representative of the organization while promoting the City of Denver.
- Analyze and control expenditures of the division to conform to budgetary requirements.
- Co-lead the Convention & Tourism Board Advisory Committee. Develop agendas, communicate with board members, present at meetings, and create annual goals and objectives for the committee. These tasks are in conjunction with the Vice President of Marketing & Business Development and the Vice President of Tourism.
- Serve in a leadership role at monthly Denver Alliance meetings. These meetings are focused on convention center goals and objectives, budget discussions, topline revenue growth opportunities, as well as capital investment and maintenance conversations.
- Support VISIT DENVER's efforts related to Diversity, Equity, and Inclusion (DEI).
- Strong ability to communicate relevant convention industry information to media, with comfort and experience in front of news cameras. When needed, present at press conferences, industry events and community events.
- Serve on community boards/committees as necessary.
- Ability to lead complex projects through to completion to include large industry bids.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

- Build, develop, and manage sales and destination service teams that can execute necessary sales and destination service initiatives.
- Work with the appropriate department hiring manager to hire and orient all new employees. Assist the hiring manager in creating the job qualifications for each open position, interview all final applicants referred by HR, and work in tandem with the hiring manager to select an appropriate individual based on the applicant's ability to satisfy the job description duties.
- Work with department heads to instruct and train all employees on the specific responsibilities of their position. Establish on-the-job training activities on the procedures and techniques of the position to allow the employees to become proficient as quickly as possible.
- Establish objectives, coach, and counsel direct reports, Associate Vice President of Convention Sales (AVP), Director of Convention Sales (DOCS), Director of Destination Services and Events, a shared Executive Assistant, and Convention Information Analyst. Assign work to direct employees and develop time schedules that assure the timely completion of work. Coordinate all departmental activities and communicate relevant work activities.
- Review the performance of all direct reports consistent with the company's Performance Management Program.
- Counsel and discipline all employees who have performance or disciplinary problems with guidance from HR.

QUALIFICATIONS

- A four-year degree is required.
- 10+ years of sales management with an emphasis on leading large, diverse teams, overseeing convention/meeting sales teams, involvement in advertising and promotional development within the hospitality and/or tourism industry, and a proven track record of accomplishments required.
- Broad functional knowledge and experience in the areas of convention/meeting sales, sales teams and service team management.
- Strong customer relationship-building skills both internally and externally.
- Persuasive sales and negotiation skills.
- Strategic thinker who is fully autonomous (a "doer").
- Strong overall leadership skills, including sales management, strategic planning, financial and resource planning/management, coaching and mentoring.
- Strong interpersonal skills, maturity, and a history of good judgment.
- Capable of communicating in a professional manner with a diverse range of individuals. Ability to work collaboratively.
- Proven problem solver with exceptional analytical skills.
- Ability to create and outline procedures as well as execute processes with appropriate follow-up and accountability.
- Ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines.
- Ability to read, comprehend and create effective business proposals, reports, presentations, and correspondence.
- Ability to take the initiative with projects and provide leadership.
- Efficient and proven organizational skills; detail-oriented.
- Proficient technology application skills; Advanced MS Office (Word, Excel, PowerPoint & Access), MS365 and financial systems.
- Knowledge and ability to operate in Customer Relationship Management (CRM) systems.
- Maintain a professional presence as an effective and confident public speaker.
- Ability to travel domestically and internationally.
- Reliable, dependable, flexible, and responsive.

TOP PRIORITIES

- Actively engage with the hospitality community and board members, taking a leadership role on board committees.
- Be prepared to engage with the media on behalf of the organization.
- Develop the 2024 marketing plan to include goal analysis, strategies & tactics.
- Immediately engage with clients and provide leadership in the community.
- Play a significant role in organizational effectiveness by leading a large, highly effective, and successful sales and service team.
- Prepare for the new convention center expansion opening.
- Regularly collaborate with staff, department vice presidents, and the CEO.

KEY CHARACTERISTICS

- Collaborative
- Compassionate
- Connector
- Inspirational
- Integrity
- Learner
- Open-Minded
- Passionate
- Self-Aware
- Self-Disciplined
- Strong Values
- Transparent



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

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.