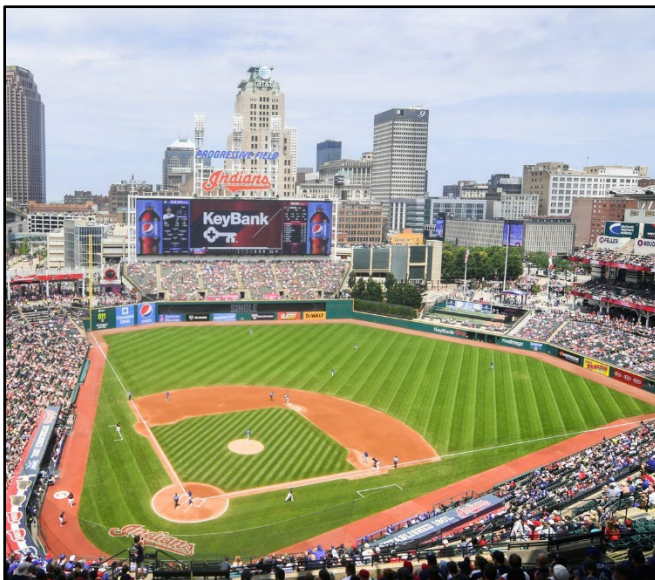




Destination Cleveland

VICE PRESIDENT OF CONVENTION SALES & SERVICES

Cleveland, Ohio



ABOUT DESTINATION CLEVELAND



SearchWide Global

YOUR PARTNER IN GROWTH | Position Overview | www.searchwideglobal.com

[Destination Cleveland](#) is in the business of driving economic impact and stimulating community vitality for [Cleveland](#) through memorable leisure and business travel experiences. Our team is made up of passionate Clevelanders who help the community by marketing it as a destination.

We're famous for our unceasing love of Cleveland, as well as our inability to stop talking about it. We engage with our community (a lot). And we defend The Land to the core.

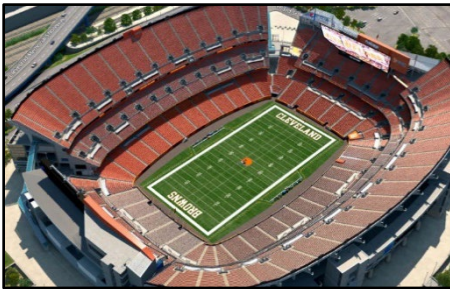


But, we're not just talking the talk. We're rolling up our sleeves and getting the job done. After all, Destination Cleveland is an integral part of a city rising. We're a hub of hard-working, dedicated, innovative professionals who bring an infectious energy to the table. And that's who we like to hire.

HUNTINGTON CONVENTION CENTER OF CLEVELAND

Managed by [SMG Worldwide](#), the Huntington Convention Center of Cleveland provides 410,000 square feet of prime meeting and event space in Downtown Cleveland. Connected to the 600-room [Hilton Cleveland Downtown](#) and within walking distance of nearly 5,000 hotel rooms, [Cleveland's Convention Center Campus](#) is a convenient location to host anything from small executive meetings to large industry tradeshows.

CLEVELAND SPORTS



CLEVELAND BROWNS

Cleveland loves the [Browns](#). That's undeniable. A Browns game on a fall Sunday is tradition. It's history. The hard part is reconciling this unwavering love with the disappointment we feel when they lose. But that doesn't stop us from turning out every Sunday — and it shouldn't stop you, either. There's too much fun to be had.

WHAT YOU'LL SEE

- A winning team, because it's always next year...right? Plus, the 2019 season is looking pretty good with Odell Beckham Jr. joining Baker Mayfield at FirstEnergy Stadium.
- A 72,000-seat stadium that offers breathtaking views of both the lakefront and the Downtown skyline.
- The Dawg Pound: a sea of rabid, often costumed, fans seated in the north end zone. They came to be (and received their name) during the Browns' successful run in the 1980s. Win or lose, these photo-op-worthy superfans are always the most boisterous of gameday attendees.
- Tailgating. This cannot be overstated. As much fun as one can have being part of the crowd inside FirstEnergy Stadium, seeing them in action outside, hours before kickoff, is just as essential to the experience. Look for the spray-painted buses, vans and RVs in the Municipal Parking Lot (a.k.a. "The Muni Lot"). You might want to brush up on your cornhole game, as well.

CLEVELAND CAVALIERS

If you've never been to a [Cleveland Cavaliers](#) game, make this the year. Taking in a game at Quicken Loans Arena is a bucket list item for anyone visiting the city between October and April (and, if we're lucky, into June).

WHAT YOU'LL SEE

- Quicken Loans Arena: A must-visit downtown arena that has seen its share of thrilling victories, superstar fans and, soon, will host its second NBA All-Star game.
- The largest HD arena scoreboard in the U.S. As a side note, this scoreboard also shoots fire. Seriously.
- A unique layout that features 60 percent of the seating in the lower bowl.

CLEVELAND INDIANS

Every summer, the [Indians'](#) Progressive Field and its surrounding area turns into the seat of Downtown Cleveland. And for good reason: In the past few years, they've taken us through a historical (and heart-attack-inducing) World Series, won several Central Division championships and earned an All-Star game bid in the process. If you're in Cleveland during the summer — or fall, in a good year — Progressive Field is a great place to spend your day or evening.

WHAT YOU'LL SEE

- Thousands of twenty- and thirty-somethings standing in right field. The Indians' recent success aside, nothing has turned Progressive Field into the place to be on summer nights more than The District section of the stadium. In 2016, the club removed most of the seats near the right-field foul pole and turned it into a must-visit bar called The Corner.
- Deep behind the center field wall, you'll find a former picnic area that is now home to the Indians' Hall of Fame, known as Heritage Park. The two-tiered, landscaped park is filled with plaques and statues of Indians greats from years past.
- Visitors tell us all the time how much they love watching games in this ballpark. In fact, Progressive Field ranked as the No. 1 fan favorite baseball stadium in a "Sports Illustrated" poll. The sense of history and "baseball intelligence" of home fans helped push the stadium to the top.

ROCK & ROLL HALL OF FAME

In 2017 alone, more than a half a million visitors, each with their own favorites and memories (and opinions), visited the iconic I.M. Pei-designed [Rock Hall](#) since it opened in 1995. At first, music fans were left scratching their heads: Why Cleveland? But our city has a checklist of serious rock bona fides:

- Cleveland DJ Alan Freed is credited with coining the term "rock 'n' roll" on his integrated radio show in 1951.
- We are credited with holding the country's first official rock 'n' roll concert, a 1952 throwdown that would ultimately be shut down for overcrowding and rioting.
- Fourteen years later, the same thing would happen at a legendary Beatles show at Cleveland's famed Public Hall. That's just how we roll, here.
- Our legendary radio station WMMS-FM is credited with helping to launch the careers of some of rock's biggest names, including David Bowie, Bruce Springsteen and Fleetwood Mac.



It's not all history. The Rock Hall offers special concert events like the annual Catch Meaning Music Fest in May, as well as a very popular summertime outdoor concert series. And don't forget the induction ceremony and concert: every two years, the biggest stars in rock history get enshrined into the Hall of Fame on its home turf in Cleveland.

POSITION SUMMARY

Position: Vice President of Convention Sales & Services



Reports to: President and CEO

SUMMARY OF POSITION

The Vice President of Convention Sales & Services functions as the strategic business leader of the Convention Sales and Services Department; responsible for achieving revenue goals, booking pace goals, and the financial performance of the department. This position leads the team to build long-term, value-based customer relationships that enable achievement of sales objectives. The Vice President proactively positions and markets the City of Cleveland and Cuyahoga County, manages the sales budget and works collaboratively with the Marketing Department to enable development of city specific campaigns, promotions and collateral to drive revenue and meet business objectives.

RESPONSIBILITIES FOR RESULTS

Serve as member of the leadership team to oversee all B2B sales and services activities for Destination Cleveland. Responsibility for all convention and meetings activity including citywide group business optimization, long-range sales of the City and Cleveland's major convention facilities, travel producer business development in markets, and ensuring B2B customer satisfaction. Responsible for all division budgetary matters to include planning and implementation of programs. Interfaces with Destination Cleveland's Board of Directors and Partners; the leadership of the Huntington Convention Center, I-X Center and Public Auditorium & Conference Center; key community stakeholders; and City, County and State representatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work closely with the industry, board, partners and staff to promote Cleveland as a premier destination nationally.
- Develop and manage sales strategy and sales team.
- Develop aggressive and achievable goals in coordination with the President/CEO and Board of Directors.
- Serve as the primary contact with national meeting and association partners.
- Achieve and exceed predetermined booking goals for hotel meetings market.
- Build and promote the credibility and image for Destination Cleveland with all markets, constituencies in coordination with the President/CEO.
- Work closely with the leadership team to maximize relationships/production among the key hotel stakeholder segment.
- Be seen as the industry contact through strong industry relations.
- Develop and cultivate new markets for convention business and hotel meetings to achieve incremental growth.
- Help drive, convention and group market development.
- Assist with analyzing and setting strategic plans for integrating technology distribution channels.
- Attend key trade shows and industry events to promote Cleveland to current and potential clients.
- Create a strategic and tactical budget and work plan that can direct the efforts of the sales department.
- Be responsible for monitoring all income and expenses related to Sales and Services functions in support of the President/CEO.
- Personally assist sales staff in certain solicitation and booking efforts in support of the department.
- Determine and set policies and procedures in collaboration with President/CEO across the sales and services departments.
- Perform general human resources duties including performance reviews; disciplinary and documentation processes; compensation discussions and reviews; interviewing and hiring, etc.
- Serve as a member of the leadership team of Destination Cleveland.
- Maintain a very high visibility internally and externally, including with customer/stakeholder groups as appropriate.
- Manage and lead a team of 23 staff (subject to fluctuate). The team includes Cleveland-based sales managers for conventions and group tour sales; remote sales managers located in Washington, DC and Chicago; and a convention services team.
- Interact with industry peers to identify, implement and improve on best practices.
- Coordinate with staff at all impact levels as necessary and understands that internal relationships are as important as external relationships.
- Communicate with appropriate diplomacy and sensitivity in both internal and external relations.
- Collaborate with and manage expectations of President/CEO.
- Other duties as assigned by the President & CEO.

EXPERIENCE AND EDUCATION

Minimum four-year degree from an academic institution or 10+ years of related experience.

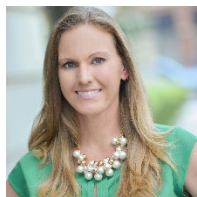
KEY CHARACTERISTICS

- Strategic
- Excellent communicator
- Strong leader
- Accesible
- Motivated and motivational
- Team player
- Passionate
- Politically savvy

TOP PRIORITIES

1. Gain a broad understanding of the organization's direction, vision and goals.
2. Establish and cultivate strong relationships with the hotel partners and key community stakeholders.
3. Evaluate the current sales team, deployment, markets, goals and policies. Make recommendations for possible changes.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Global Executive:



Nicole Newman, Vice President | SearchWide Global

www.searchwideglobal.com | info@searchwidegloabl.com

480-264-7675 (direct) | 951-640-3745 (mobile)

