



Visit Santa Clara
Chief Executive Officer
Santa Clara, CA



YOUR PARTNER IN GROWTH | Position Overview
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OUR POSITION

Santa Clara, California is in the heart of Silicon Valley and an exciting destination for meetings, conventions, business and leisure travel.

OUR MISSION

To promote, and drive economic impact to, Santa Clara as the Silicon Valley destination of choice for meetings, business and leisure travel.

OUR VISION

To be a world class destination for innovation, collaboration and exchange of ideas in Silicon Valley.

OUR GOALS

- Raise awareness about Santa Clara, California as a Silicon Valley, Bay Area, and Northern California destination for overnight visitation.
- Increase overnight visitation to Santa Clara hotels and destination, focusing on filling lower occupancy time periods.
- Generate new convention/meetings/city-wide business through the development of a competitive city-wide package, featuring Santa Clara hotels and the Santa Clara Convention Center.
- Outreach to meeting/event planners and other travel buyers, developing prospects for new business.

SANTA CLARA CONVENTION CENTER

Are you looking for the perfect place to hold your next event? Santa Clara Convention Center has you covered! Between the flexible space, friendly staff, additional services and multiple accommodations, your event will certainly be a success. SCCC features fully equipped, high-tech facilities that can accommodate events of all types and sizes, including conventions, trade shows, weddings and receptions, corporate meetings, banquets, and any type of special occasion. The ideal, Silicon Valley location, just south of San Francisco offers guests numerous [nearby attractions](#), [hotels](#), [restaurants](#), and [all types of entertainment to explore](#).



With 302,000 square feet of space available, Santa Clara Convention Center, managed by the highly acclaimed Spectra management company, has the perfect space to transform into the vision you have in mind for your meeting, event or special occasion. Take a look at the Santa Clara Convention Center floor plans to get a better idea of our layout to better visualize your meeting here.

Whether you need a simple breakout room for a small business meeting, a gorgeous ballroom for a gala, banquet, or wedding, a large column-free exhibit space for a larger trade show or convention, or a theater for a recital, show, or business presentation, the Santa Clara Convention Center can take care of it all.

Click [here](#) for more Santa Clara Convention Center information.

THINGS TO DO

Thousands of travelers visit Santa Clara and its many attractions every single year. With everything from fun [family attractions](#) and interactive, educational museums to [historic sites](#), a [college campus](#), and the world's most high-tech stadium, Santa Clara covers all the bases.

Whether traveling for business or pleasure or with friends or family, you will be able to enjoy various [things to do in Santa Clara](#). Spend the day riding rollercoasters, watching unique shows, meeting PEANUTS characters, or even floating down a lazy river, in the summer months, at [California's Great America](#).



The whole family will enjoy hands-on exhibits at the [Intel Museum](#) or see a piece of history at [Mission Santa Clara](#). One of the most popular attractions in Santa Clara is [Levi's Stadium](#). Guests can attend one of the stadium's many exciting events and/or go on a stadium tour.



PLACES TO EAT

Whether sampling cuisine from fine dining restaurants on an evening out or searching for banquet facilities for an event, visitors to Santa Clara will find a multitude of ethnically diverse culinary choices

LEVI'S STADIUM

Levi's® Stadium was designed by HNTB and built by Turner/Devcon for the Santa Clara Stadium Authority. The structure takes advantage of our Silicon Valley climate and is predominantly open and airy, while also [environmentally](#) friendly.

Levi's® Stadium is the next generation of stadium design. The \$1.2 billion venue has 1.85 million square feet, seats approximately 68,500 and features 165 luxury suites and 8,500 club seats. One of the most unique features of the facility is the green roof atop the suite tower on the west side of the stadium. The three solar bridges, connecting the main parking area to the stadium includes hundreds of solar panels.



For more information on Visit Santa Clara, click [here](#).

POSITION SUMMARY

Reporting to the Board of the Directors (BOD), the President and Chief Executive Officer is responsible for the newly formed Destination Marketing Organization (DMO). This position will direct policies and affairs of the organization, direct day-to-day operations and ensure the activities of the organization are in alignment with the overall mission and key priorities for the City of Santa Clara.

The President/CEO will direct the overall operations and efforts of convention sales, services and marketing departments including training, motivating and monitoring the performance of the staff in promoting Santa Clara as a premier convention and meeting destination; plan, execute and manage key sales & marketing initiatives; build and devise strategies and provide business analysis; establish departmental objectives and monitor activities and progress toward achieving sales goals; coordinate sales efforts with the Santa Clara Convention Center; and provide an industry leadership role in the convention and hospitality community.

The new DMO is a 501(c)6 with a governing board that represents strategic parts of the tourism industry and overall business stakeholders. The DMO will have a contract with City of Santa Clara, develop annual budgets and marketing plans, and provide regular updates on agreed upon KPI's to the Santa Clara City Council. The DMO Operations Budget is currently under review and will be confirmed upon Santa Clara City Council direction in early February.

JOB DUTIES AND RESPONSIBILITIES

The following statements are intended as general examples of the duties of this position and are not all-inclusive for specific positions. Other reasonable duties may be assigned.

Board Responsibilities

- Works closely with the Board to develop the organization's short-term and long-term strategic plans, leads implementation and reports progress to the Board.
- Supports the Board and its decision making and advancement of its mission.
- Regular communications to keep the Board informed of organizational progress or challenges.
- Reports to the Board monthly or as directed by the Board.
- Provides administrative support for Board policymaking.
- Facilitates and supports the Board and Committees by providing accurate and timely information as well as recommendations and alternatives as a basis for their decision-making.

Administration

- Effectively manages daily operations of the organization including hiring, firing, direction and supervision of all team members, implementation and administration of the policies and procedures approved by the Board of Directors (BOD).
- Selects, trains and coaches senior leadership. Builds strong and competent teams. Fosters a robust talent infrastructure that addresses succession planning needs and promotes internal growth opportunities.
- Creates an environment of high performance, accountability and transparency.
- Directs the activities of the convention sales department and regional sales efforts by monitoring sales activities, providing individual guidance and counseling sales staff to assist them in meeting their established sales goals.
- Ensures that convention services are provided for all customers as needed. Directs and counsels convention services team to ensure that convention services are provided, and any problems identified are resolved in a timely and effective manner.
- Adheres to and executes the contract with the City of Santa Clara with clear reporting and monthly updates on performance.

Administration (continued)

- Develops goals for staff by assigning and distributing accounts and projecting sales quotas. Communicates performance goals to staff and monitors sales activity against goals on a monthly basis. Implementation of an effective sales performance plan.
- Leads and functions as the lead sales and marketing organization to book the Santa Clara Convention Center.

Financial Management

- Develops the annual fiscal year budget and long-term strategic plans; gains approval by the BOD on key initiatives and assigns accountability to staff to accomplish department goals.
- Responsible for achievement of the financial expectations, including SCCC fiscal performance, as per the business plan objectives by continuously reviewing financial performance against plan expectations. Determines and presents corrective course of action to the BOD as necessary.
- Develops departmental budgets and monitors operations and expenditures to ensure that expenses are maintained within budgetary objectives.
- Prepares and/or reviews various reports on a monthly basis to ensure that current information regarding sales is available to Board or stakeholders as needed.

Community Leadership and Engagement

- Builds and fosters relationships with various stakeholder groups (elected officials, municipal staff members, TID lodging businesses, SCCC, Chamber, etc.) to promote the value and mission of the organization.
- Provides superior leadership; acts as a role model for excellence.
- Acts as an agent of change and introduces creative new ideas and strategies.
- Keeps abreast of new developments in the industry by attending various seminars and workshops as approved to promote personal and professional development.
- Establishes and maintains cooperative working relations with the staff of convention center and food and beverage operator and promote coordination of activities and cooperation between the sales staffs of all three organizations.
- Directs monthly meetings with hotel General Managers and Directors of Sales, to review accounts, discuss current issues and results, travel and promotion schedules, advertising opportunities, etc. and to keep them informed of important industry matters.
- Conducts regular one-on-one meetings with hotel GM's.

Strategic Planning and Marketing

- Develops an inclusive goal setting process that involves the internal team, key stakeholders, BOD and government officials.
- Leads the marketing and promotion efforts to grow Santa Clara as a convention, meetings, business and overall visitor destination.
- Develops a singular annual marketing plan in conjunction with SCCC.
- Implements and monitors key metrics on a monthly basis to ensure that the marketing team goal is met.
- Monitors progress against strategic plan objectives, deadlines, and follows action steps in a timely manner to achieve goals.
- Coordinates an advertising program as outlined in the Marketing Plan.
- Coordinates participation in assigned trade shows and industry promotions by planning and organizing member participation and distributing direct mail to prospective customers.
- As opportunities arise, participates in hospitality organizations at a national level to provide visibility for Santa Clara and enhance on-going professional development.



WORKING CONDITIONS / ESSENTIAL FUNCTIONS

1. High ability to create innovative strategic plans.
2. Expert ability to analyze and interpret data.
3. Great communicator.
4. Effective Sales Team oversight
5. Broad variety of tasks and public interactions which will require an irregular work schedule.
6. Will require travel.

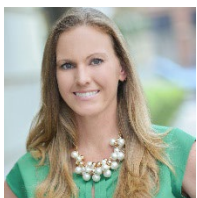
JOB QUALIFICATIONS

1. Bachelor's degree in Business Administration, Community Relations, Advertising/Marketing, Hospitality or another related field or equivalent required. MBA a plus.
2. Minimum of 10 years of experience in the hospitality industry, another CVB or association with a demonstrated ability to achieve positive results.
3. A proven track record of motivating employees through leadership and development abilities. A proven ability to multi-task and make decisions, which positively impacts both short- and long-term business objectives.
4. A proven track record and extensive experience in convention sales and marketing.
5. A self-starter and positive thought leader who is willing to serve as an agent of change and introduce creative new ideas and strategies.
6. A respected professional capable of building strong relationships with a variety of stakeholders.

TOP PRIORITIES

1. Promote and direct sell the Santa Clara Convention Center to increase bookings and utilization of the SCCC as an economic engine for the tourism and hospitality industry.
2. Organize and develop the new DMO including budgeting, initial staffing and other administrative needs.
3. Implement an effective sales strategy including target markets, sales performance and incentive plans.
4. Develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on-going communication with customers, staff, board, convention center, hotel community, industry and community leaders, elected officials, partners and vendors.
5. Develop and deploy the sales team (markets, citywide and in-house hotel) and determine how best to maximize the team's talent.
6. Work closely with the BOD to facilitate preparation of new or revised short and long-term goals.
7. Analyze and evaluate sales goals, measurements and accountability.
8. Learn, understand and integrate into the Santa Clara market. Get involved in local industry associations to promote Santa Clara. Know the destination's strengths and weaknesses including assessment of competitive set.

If interested in this opportunity, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Global Executive:



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