



Agenda Report

21-42

Agenda Date: 1/12/2021

REPORT TO COUNCIL

SUBJECT

Introduction of the New Chief Executive Officer of Silicon Valley/Santa Clara DMO, Inc. (Deferred from December 16, 2020)

COUNCIL PILLAR

Promote and Enhance Economic, Housing and Transportation Development

BACKGROUND

Over the past year, the Silicon Valley/Santa Clara Destination Marketing Organization has been engaged in recruiting efforts for a new Chief Executive Officer (CEO). Under the general scope of the City consultant's Jones Lang LaSalle (JLL), the position was posted by SearchWide Global Recruiters on January 30, 2020. SearchWide is a full-service executive recruitment firm focused on the travel, tourism, hospitality, convention, trade association, and venue management industries.

DISCUSSION

After a national search by SearchWide Global Recruiters, Silicon Valley/Santa Clara DMO, Inc Board of Directors, selected Mr. Matt Stewart as its first Chief Executive Officer (CEO). Mr. Stewart has spent the past 30 years with Marriott hotels serving in various sales leadership capacities throughout the country. Most recently, Mr. Stewart served as the Area Director for Western Mountain Pacific Area Sales where he was responsible for citywide, group, catering and business transient sales for 23 full-service and extended stay hotels in Northern California, with specific attention in leading the San Francisco Citywide Team, which generated annual revenues of \$80+ million. Mr. Stewart began his sales career with Marriott in 1993 after earning a degree in Business Administration from the University of Texas at El Paso, with a minor in Marketing.

Mr. Stewart's official first day was November 16, 2020 and his primary office is located at the Santa Clara Convention Center.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by City Council, no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a

Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>.

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