PRESIDENT & CEO

Visit Anaheim | Anaheim, CA
Visit Anaheim

Anaheim, the “largest city in “The OC,” and 10th largest in the State of California, is ideally located halfway between Los Angeles and San Diego.

You’ll find plenty of things to see and do: inviting beaches, unparalleled shopping and entertainment, trendy restaurants, nightlife, championship golf, lively art districts, beautiful historic landmarks, and legendary, yet always new and changing, internationally famed family attractions. Warm sunshine, swaying palm trees, and breathtaking ocean views create a relaxed lifestyle where shorts, sandals, and sunglasses are always in season.

Covering 50 square miles, the City of Anaheim is one of the nation's premier municipalities and is home to more than 345,000 residents (one of California's most populous cities). This vibrant metropolis attracts approximately 25 million visitors (50 million in all of Orange County) each year. Anaheim is centrally located in Orange County, making it the perfect launch point for all your Southern California fun!

Since 1961, Visit Anaheim (previously Anaheim/Orange County Visitor & Convention Bureau) has worked hand-in-hand with area hotels, attractions, transportation entities, restaurants, shops, and entertainment companies to promote Anaheim and maintain its status as a leading destination for conventions, meetings, and vacations. Since those early days, the organization has grown tremendously as Orange County’s main destination marketing organization.

In 2015, the Anaheim/Orange County Visitor & Convention Bureau was transformed into Visit Anaheim. The new name is a result of a strategic rebranding initiative designed to more closely mirror the growth and transformation of the organization, community, and industry.

Now celebrating its 61st anniversary as a leading destination marketing organization, the team at Visit Anaheim continues to specialize in meeting and convention sales, services, travel trade, destination promotions, as well as marketing and partnership services. These efforts help in realizing the multi-billion-dollar per year tourism industry of Anaheim and Orange County.
Things To Do

With a prime and convenient location, let Anaheim serve as your home to all of sunny Southern California's attractions. Discover new adventures, quaint and charming cities that dot the region, and pristine beaches, or head out to a world-famous theme park!

**Hit the theme parks:** Anaheim and Orange County are home to internationally acclaimed theme parks and attractions. From the Star Wars: Galaxy's Edge to the all-new campus where Avengers assemble to a marvelous medley of seasonal sweets and year-round treats, the Disneyland Resort has plenty of adventures in store to enjoy.

**Explore Downtown:** Inspired by the city's historical roots, Anaheim's downtown district has undergone a massive revitalization that showcases a whole new vibe.

**Explore Orange County:** Whether it's manicured beach towns or celebrated theme parks, all framed by oceanfront towns and luxury yachts, Orange County stands out as one of the state's most iconic destinations. The always-amazing Disneyland Resort, roughly a 1-hour drive south of LA and 2 hours north of San Diego, continues to be one of the best-loved theme parks in the world, while Knott's Berry Farm, and other Orange County attractions amp up the fun meter.

**Enjoy live music:** From unforgettable sell-out shows intimate performances, and everything in between, Anaheim lives for live music and features an eclectic roster of concert venues.

**Catch a game:** Join the flock. Lace your skates, grab your jersey, and get frosty. Home of the Anaheim Ducks and Angels Baseball, Orange County is a hub for sports fans. Both of our professional sports teams have brought championships to Anaheim and Orange County.

**Head to the beach:** Orange County's 42 miles of beautiful coastline and beach cities illustrate the definitive Southern California retreat. Orange County beaches reflect an active California lifestyle, filled with an abundance of coastal recreation.
POSITION SUMMARY

The President and CEO is the strategic and visionary leader responsible for developing, directing, and overseeing the implementation of the strategic plan, operations, staff supervision, community and governmental relations, and board governance for Visit Anaheim. Serves as lead spokesperson and is a passionate and involved advocate for the tourism industry locally, regionally, and nationally.

Direct Reports: Senior Vice President, Operations, Senior Vice President Sales & Services, Director, Communications and Senior Director, Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provide the leadership, direction, creativity, initiative and managerial efforts necessary to enable Visit Anaheim to bring conventions, leisure and business visitors to the Anaheim/Orange County area to provide economic growth.
- Be available as a spokesperson when appropriate to interact with representatives from the media.
- Ensure that competent and qualified individuals are in the management positions reporting directly to the President/Chief Executive Officer and that their performance is evaluated on an annual basis. Provide the necessary leadership to ensure that a commitment to quality management principles including empowerment and cross functional teams are implemented throughout Visit Anaheim resulting in effective performance of the entire organization towards the accomplishment of its mission.
- Annually oversee the development and preparation of the Marketing Plan for presentation to the Board of Directors.
- Develop and submit for approval an annual operating plan that includes expenses and goals for the upcoming year and subsequently, present status reports to the Board as the year progresses. Work closely with the Board and its committees throughout the year to achieve maximum success towards identified objectives.
- Oversee annual operating budget encompassing all activities and operations of Visit Anaheim and maintain financial control to ensure compliance by authorizing all monetary expenditures.
- Oversee the monthly financial reports and annual audit reports in accordance with the written financial procedures approved by the Board.
- Develop and present an ATID Annual Report to the City of Anaheim.
- Develop, identify goals, supervise and implement annual marketing, advertising, sales and promotion campaigns to promote the Anaheim/Orange County area as a convention and visitor/tourism destination.
- Conduct regularly scheduled staff meetings to keep staff informed on activities of all departments of Visit Anaheim.
- Maintain memberships in local, state, regional and national industry related organizations.
- Oversee the partnership development program to insure necessary income for Visit Anaheim.
- Make presentations to local civic, governmental and professional organizations on the activities and services of Visit Anaheim.
- Represent Visit Anaheim when dealing with the press by providing accurate and timely information.
- Monitor legislation which may affect the travel and visitor industry.
- Maintain cooperative working relationship among management of hotels/motels, attractions, Visit Anaheim partners and other businesses in the area.
- Serve as advisor to the Chairman of the Board, the Board of Directors and other committees as designated.
- Attend all meetings of the Board of Directors and committees of the Board in an advisory capacity and assemble information and report as directed.
- Be involved, as directed by the Board of Directors in community development related to the travel and visitor industry that may affect the Anaheim/Orange County area.
- Perform additional duties as assigned and as provided for in the bylaws.
BACKGROUND

- Supervision
  - Supervisory experience is required for this position.
- Confidentiality
  - Exposure to confidential information given by the Executive Committee and Board of Directors.
- Mental Application
  - Ability to concentrate on tasks for long periods of time. Capable to perform several tasks simultaneously. Competent to present information, answer questions, and talk informatively. Attention to detail is required. Direct contact with the general public. Ability to meet deadlines.
- Contacts - Internal and Public
  - Frequent contact with those individuals inside and outside of the organization. A friendly, outgoing personality is required for smooth department operations.

QUALIFICATIONS

- Education: a college degree is preferred.
- Experience: Strong direct sales and management expertise required in Convention Sales and Tour and Travel Sales; experience in marketing Convention Center packages; creative; strong background in developing and managing advertising and marketing programs; well-developed personnel management skills; proven experiences setting and achieving individual and team goals; practical political experience working with the public, memberships or political bodies; experience developing and managing budgets; good oral and written communication skills; responsive and adaptable.

TOP PRIORITIES

- Begin to develop strong and meaningful relationships with the internal team, Board of Directors, City, County and State officials, industry leaders, business leaders, customers, partners and vendors.
- Immediately get engaged in the destination and industry as the leader of Visit Anaheim.
- Evaluate and conduct a full review of the internal organization; work with the Board of Directors and key stakeholders, gaining buy-in to develop and implement a new organizational strategic plan.
- Develop a thorough understanding and ongoing assessment of Visit Anaheim’s current sales & marketing plans and deployment, make recommendations for enhancements to achieve short and long term goals.

KEY CHARACTERISTICS

- Personable & approachable
- Visible
- Engaged and engaging
- Transparent
- Excellent communicator
- Confident
- Strategic
- Politically savvy
- Trustworthy
- Strong business acumen
- Decisive
- Superb leader
- Authentic

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.