

SENIOR VICE PRESIDENT OF SALES

Shepard | Must be located in Orlando, Las Vegas, or DC





Shepard

Combining big ideas with people who care

We are a full-service event production company. Full-service means Shepard handles all aspects of the event, from planning to general contracting to material handling to preparing your exhibitors for success. We aim to deliver a seamless event experience for event organizers, exhibitors, and attendees alike. That's why, at the start of each cycle, show organizers are assigned a dedicated, experienced, and dependable account production team to inspire creativity and efficiently manage each show from start to finish. We provide services you can count on!

[Account Production](#) [Audio Visual](#) [Design Services](#)
[Event Strategy](#) [In-House Printing](#) [Logistics](#)
[Production + Entertainment](#) [Solutions Network](#) [Technology](#)

We are invested in the success of every event. From trade shows to corporate events to individual exhibits, Shepard is a trusted partner in the event industry. Take a [tour](#) of some recent events we've produced and the relationships we've built along the way.

[Trade Shows](#) [Corporate Events](#) [Exhibits](#) [Special Events](#)

Who We Are

Our Mission: As employee-owners who are committed to delivering success, we will provide our customers forward-thinking solutions through insight, collaboration, strategy, and personalized service.

Our Vision: To deliver industry-leading service that enables our customers to create memorable experiences while maintaining a commitment to strengthen our community.

Our Values:

- Teamwork - Talent wins games, but teamwork and intelligence win championships.
- Integrity - We bring integrity and straightforwardness to all our partnerships.
- Commitment - Motivation is what gets you started. Commitment is what keeps you going.
- Responsiveness - We strive to be available to our customers and ready to meet the moment.
- Spirit - We bring enthusiasm and determination to everything we do.
- Caring - We are kind and caring with everyone we encounter.
- Inclusivity - We foster a culture of inclusion and celebrate our diversity.



We are seeking a dynamic and results-driven Senior Vice President of Sales to lead our sales team and drive revenue growth for our full-service event production company. The ideal candidate will have a proven track record of success in sales leadership roles within the event production, hotel, DMO, or related industry, along with exceptional leadership, strategic planning, and communication skills.

- Reports to the Executive Vice President of Sales and Client Services.
- 8 Direct Reports.
- 20 Total Sales Team.
- Works closely with the Strategy and Creative teams to collaborate on solutions for clients.
- Must be based in Orlando, Vegas, or DC (near one of these Shepard Office Hubs).
- Flexibility to work from home and work in the office 2-3 days a week.
- Travel: 30% minimum.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversee daily operations of the sales department with approximately 20 associates that manage \$150M+ in revenue.
- Directly support department leaders (VP of Sales, Directors of Sales, Senior NSMs).
- Drive sales training and development initiatives.
- Support and foster a consultative and value-driven sales approach.
- Create sales plans and identify strategies to support revenue growth of 15-20% annually as well as desired profit goals.
- Lead efforts to support customer retention and satisfaction.
- Providing pipeline analysis and development as well as budgeting forecasting utilizing CRM (Salesforce).
- Work collaboratively with the Account Production team on customer retention initiatives.
- Collaborate with Marketing to develop and evolve sales enablement tools.
- Understand industry trends and translate them to creative and new sales initiatives.
- Develop a strategy for sales opportunities and support in-person and virtual presentations.
- Attend and lead participation in industry events for brand recognition and visibility - PCMA, IAEE, IMEX, etc.
- Develop effective working relationships with cross-departmental leaders to drive revenue and enhance the customer experience.
- Serve on Shepard's Executive Committee.

QUALIFICATIONS

- 10+ years as a consultative sales leader managing high-performing teams.
- Experience in long-term and complex sales cycles.
- Excellent communication skills, including the ability to lead presentations and influence high-level decision-makers.
- Demonstrate core values of caring, commitment, integrity, spirit, responsiveness, inclusiveness, and teamwork.
- The ability to perform as a responsible ESOP owner.
- A Bachelor's Degree in a related field. Equivalent experience may be substituted for formal education.

KEY CHARACTERISTICS

- Hearts and Minds Leadership
- Engaging
- Motivating
- Strong financial and business acumen
- Goal-driven
- Team-oriented
- Creative
- Innovative
- High energy
- Collaborative
- Energetic
- Consultative
- Excellent communicator
- Growth-minded
- Servant leader
- Team builder
- Strategic thinker

TOP PRIORITIES

- Embrace the Shepard Culture.
- Build relationships with existing Shepard customers.
- Get to know the team, org structure, and deployment.
- Drive profitable revenue and identify new business development opportunities.
- Promote exemplary customer experience.
- Identify training and development opportunities.



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

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.