

SENIOR VICE PRESIDENT OF BUSINESS STRATEGY

Travel Portland | Portland, OR





PORTLAND

In our classic quirky fashion, Portland's six main geographical sections are referred to by residents as the city's "quadrants." (North, Northeast, Northwest, South, Southeast, and Southwest) The city is divided into north and south by Burnside Street and into east and west by the Willamette River. Portland actually has more than 90 formally recognized neighborhoods with distinct boundaries.

A CITY OF NEIGHBORHOODS

- [North Portland](#) – Sometimes called the "Fifth Quadrant," North Portland encompasses a range of neighborhoods and commercial districts.
- [Northeast Portland](#) – This quadrant contains many popular neighborhoods, including Lloyd, the Alberta Arts District, and Hollywood.
- [Northwest Portland](#) - Home to a neighborhood that shares its name with the quadrant (Northwest Portland, also called Nob Hill), this quadrant boasts sophisticated shopping and dining.
- [South Portland](#) – South Portland is a slim strip of land on the west side of Willamette River and Portland's newest "quadrant," gaining official recognition in 2020.
- [Southeast Portland](#) – East of the Willamette River and south of Burnside Street, this large quadrant is home to many favorite neighborhoods and business districts.
- [Southwest Portland](#) - Downtown Portland anchors the Southwest Portland quadrant, which extends into and beyond the West Hills to include attraction-packed Washington Park.

THINGS TO DO

Portland is the perfect launchpad for adventure, with the rugged Oregon Coast, snow-capped Mount Hood, lush wine country, and waterfall-filled Columbia River Gorge all within easy driving distance of the city. Whether your interests are surfing, skiing, sipping, or just trying something new, the region around Portland is ripe for exploration.

- [Forest Park](#): Escape the city without leaving Portland in this massive urban wilderness that's a haven for animals and adventurers alike. With 70 miles of trails, this park covers 5,156 acres.
- [Lan Su Chinese Garden](#): A year-round wonder, the Lan Su Chinese Garden is an authentic Ming Dynasty-style garden built by Suzhou artisans that bring together art, architecture, design, and nature in this 2,000-year-old Chinese tradition.
- [Portland Art Museum](#): Major exhibitions complement the museum's strong Native American and Northwest collections.
- [Oregon Zoo](#): Located near downtown Portland in Washington Park, the Oregon Zoo is home to more than 2,600 animals.
- [Powell's City of Books](#): This Portland landmark is also the world's largest new and used bookstore. Covering an entire city block, Powell's City of Books is more than a great bookstore; it's a microcosm of Portland, packed with smart and electric offerings and passionate people. Just like Portland, it's open 365 days a year.
- [Portland Japanese Garden](#): Enjoy tranquility and inspiring views at one of the most authentic Japanese gardens outside of Asia.
- [Portland International Rose Test Garden](#): The oldest official continuously operated public rose test garden in the United States. Unofficially known as the Portland Rose Garden, the space features more than 10,000 roses.
- [Shopping](#): Pick up everything in Portland (everything!) without sales tax. From handmade items and vintage stores to designer goods, you'll find it all tax-free.

ABOUT TRAVEL PORTLAND

Travel Portland is a promoter and steward of this evolving city and its progressive values, which have the power to transform the travelers who visit us. Travel Portland generates travel demand that drives economic impact for Portland. We do that by promoting the destination in bold, innovative, and collaborative ways that harness Portland's personality and values and that connect visitors to authentic experiences. We do it because we believe in the good of Portland and the transformative effects of travel.

- **Inspire More Visits:** We share what locals love about Portland, welcoming visitors to experience everything our city has to offer.
- **Increase Overnight Stays:** The Portland region welcomed 11.9M overnight person-trips. Local lodging taxes and additional revenues make our work possible.
- **Support Local Jobs:** The travel industry supports 32,700 jobs in the Portland area, generating \$2.3B in employment earnings.
- **Drive Visitor Spending:** In 2022, Portland visitors spent \$5.2B producing \$248M in state and local tax revenue.





POSITION SUMMARY

The Senior Vice President of Business Strategy provides leadership to the Travel Portland Convention Sales & Services department to optimize results in both short- and long-term sales efforts by identifying annual goals and driving performance to meet those goals and ensuring the fulfillment of the organization's contractual obligations.

To be successful, the Senior VP of Business Strategy must be able to lead the local convention and meetings community in aligning sales strategies and developing robust business development channels, while maintaining collaborative relationships externally with the International, domestic, and Portland hospitality community. Internally, the Senior VP of Business Strategy works with various departments including marketing, public relations, and community engagement to develop programs that complement and promote the overall mission of the sales and services effort.

In partnership with the Vice President of Convention Sales, Director of Convention Sales, and the Director of Convention Services, the Senior VP of Business Strategy is responsible for ensuring that all budgetary, contractual, and reporting requirements are met and that a commitment to excellence and success is fostered across the department.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Supervisory Responsibilities: Oversees Convention Sales and Convention Services departments; directly supervises Vice President of Sales and Services, National Account Directors, and Director of Business Development.
- Provide Strategic leadership and broad oversight for Travel Portland's Convention Sales, Research, Business Development, and Services team in particular.
- Work collaboratively with the President & CEO and Executive Team to develop organizational programs that support Travel Portland's goals.
- Communicate regularly with senior level partners and external stakeholders regarding Travel Portland's sales and services efforts, activities and opportunities and ensure their appropriate participation, support, etc.
- Forecast and identify trends, patterns, and obstacles that could negatively/positively impact the ability to achieve organization Goals and Objectives. Identifying gaps in departmental operations, procedures, and opportunities and acting against them with sound solutions.
- Interact with and lead organization efforts for Convention Sales Steering Committee (SCCS) Quarterly Meetings.
- Lead the Citywide Sales Strategy to promote and sell the Oregon Convention Center as the key performance indicator for citywide booking pace.
- Lead quarterly Citywide Business Review Meetings with Citywide Meeting Partners (Hotels, Convention Centers), ensuring strategies for Business Development and booking future conventions are sustained.
- Oversee the collection, aggregation, and integration of data from various internal and external sources (STR, Dean Runyan, Tourism Economics, AIR DNA) and provide analysis and recommendations informed by data.
- Working collaboratively with the Director of Research, develop strategies to ensure sales efforts are targeted to maximize revenue. Manage Monthly Research and Business Intelligence Reports.
- Supervise the Vice President of Convention Sales and Director of Business Development and direct them in planning and strategizing for Incremental Business Development.
- Incentive elements include Annual Room Night Production Goals, Travel Portland ROI Contract Goals.
- Coordinate research analysis and monitor industry data for communication to both internal and external stakeholders.
- Serve as a Travel Portland industry liaison and participate in various convention, tourism, and community action committees.
- Produce reports and presentations as necessary for specific projects or upon request.
- Oversee and monitor the Convention Marketing Program and Convention Marketing campaign performance, providing sales industry knowledge and recommendations.

QUALIFICATIONS

- Bachelor's Degree with major course work in Marketing, Tourism/Hospitality, or Sales, and a minimum of 10 years of sales and leadership/management success in a major group-oriented hotel, Destination Management Organization (DMO), or an equivalent combination of education, experience, and training that would provide the knowledge, skills, and abilities required for the successful performance of the essential job duties.
- Necessary knowledge:
 - At the advanced level of Portland and region-wide attractions, meeting venues, culture, dining, and lodging.
 - At the advanced level in sales theory and practices involved in the sales process (trade shows, sales calls, Familiarization tours, Negotiations, Contracting, etc.).
 - At the advanced level of the convention, meeting, and hospitality industry policies and procedures as they relate to group sales.
 - Of the role of a Destination Management Organization (DMO) in the hospitality industry.
 - Of Microsoft Office Suite and general knowledge of office equipment.
- Necessary abilities:
 - To achieve goals in high-pressure situations.
 - To work effectively with a diverse cross section of people including board members, industry stakeholders, community leaders, elected officials, and industry partners.
 - To work with a diverse workforce.
 - To see the "big picture" and work collaboratively to resolve issues and achieve common goals.
 - To represent Travel Portland successfully and appropriately around the region.
 - To inspire, lead, and coordinate the efforts of a talented team.
 - To communicate complex thoughts, statistical analysis, and management concepts clearly, both verbally and in writing.
 - To define problems, collect data, establish facts, and draw valid conclusions.
 - To appropriately handle confidential information.
 - To perform highly detailed work on multiple concurrent tasks.
 - To maintain composure in a high-pressure environment where personal and team accountabilities are defining factors.
 - To attend approximately 8-10 tradeshow, conventions, or sales trips per year.
 - To conduct approximately 3 familiarization tours, including evenings and weekends per year.
 - To attend client dinners approximately 1-2 times per week.



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

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.