

CHIEF SALES OFFICER

Visit Orlando | Orlando, FL





Orlando

Unbelievably Real

Visit Orlando is The Official Tourism Association® for Orlando, the most visited destination in the United States, Theme Park Capital of the World and No. 1 meeting destination in the country. A not-for-profit trade association that brands, markets, and sells the Orlando destination globally, we represent more than 1,500+ member companies comprising every segment of Central Florida's tourism community. Visit Orlando connects consumers and business groups with all facets of Orlando's travel community, whether for a vacation or a meeting. Home to seven of the world's top theme parks — as well as refreshing water parks, activities to connect with nature, vibrant neighborhoods, a dynamic dining scene with MICHELIN Guide restaurants, and a robust calendar of entertainment and sports events — Orlando is a diverse, welcoming and inclusive community for all travelers. Find more information at [VisitOrlando.com](https://www.visitflorida.com) or [OrlandoMeeting.com](https://www.orlandomeeting.com).

WHO WE ARE

Our Vision

To be the most visited, welcoming, and inclusive travel destination in the world.

Our Mission

Inspire, promote, and grow global travel to Orlando for economic and community benefit.

Core Values

We Innovate: We are free to be curious and to create what we imagine. We go beyond delivering what works; we deliver what's next.

We Trust: We are stewards of the resources and experience entrusted to us. We show up for each other and our community. Trust is our currency.

We Welcome: We are diverse by nature and inclusive by choice. Everyone belongs here.

We Serve: We are dedicated to serving our community and each other. Service is our superpower.

We "Orlando": We create moments that matter and have a blast doing it! Fun has no height restrictions.

THINGS TO DO

Home to seven of the world's top theme parks, Orlando is the country's No. 1 favorite family vacation destination and Theme Park Capital of the World®. Visitors create cherished memories with friends and family by immersing in the open-air adventures and lands of legendary theme parks from Disney, Universal, and SeaWorld; relaxing at world-class water parks; soaring on outdoor thrill rides; exploring activities in nature; and dining al fresco at award-winning restaurants. With 450 hotels, Orlando offers a wide range of lodging choices, from wide-open expansive resorts to uniquely themed boutique hotels, many with elaborate pools featuring waterfalls, lagoons, water parks, and even lazy rivers. Home to the most recognized travel brands in the world, Orlando's theme parks, attractions, hotels, and other businesses have developed comprehensive safety measures and worked closely with medical experts to create safe travel experiences.

[Theme Parks](#) - In Orlando, visitors, both young and young at heart, can immerse themselves in open-air adventures at the world's top theme parks.

[Other Attractions](#) - In the heart of Orlando's tourism districts, the International Drive Entertainment District, aka I-Drive, is anchored by ICON Park, Pointe Orlando, and many standalone attractions.

[Neighborhoods](#) - Beyond the theme parks and attractions, Orlando's neighborhoods and nearby cities offer endless adventures with dining, nightlife, arts & culture, outdoor recreation, shopping, and other surprises that locals love.

[Dining](#) - Dining in Orlando is all about sizzle that makes you go "ooh." It's presentation that gets eyes popping. And flavors that take you all the way around the world and back home again. Between Michelin guide honorees, celebrity chefs and local legends, global cuisines, lots of farm-to-table goodness, menus for every budget, and expansive dining and nightlife districts, every meal has the potential to become your new favorite dish.

[Arts & Culture](#) - The arts come alive in Orlando, and often in ways that must be witnessed to be believed. From the best of Broadway and ballet to thought-provoking collections and traveling exhibits, Orlando offers a captivating blend of traditional, contemporary, and even never-before-seen artistry and culture, including many that are exclusive to the destination.

[Shopping](#) - Orlando is a shopper's paradise like no other. The sort of place where the world's most coveted brands compete for attention in wondrous settings that are more than park than retail center.

[Outdoor & Ecotourism](#) - Ecotourism has never been more popular, and here in the heart of Florida, a state named for flowers and sunshine, Orlando's natural beauty serves as the perfect counterbalance to the signature theme park fun. Ecotours, natural springs, birding, nature trails, fishing, kayaking, airboat rides, and lots of thrills are some of the many options for exploring the destination's great outdoors.

[Events](#) - There is always something happening in Orlando, including theme park celebrations, live sports, festivals, concerts, cultural happenings, outdoor festivities, consumer trade shows, and even virtual experiences.

[Nightlife & Entertainment](#) - Live music, high-energy dance clubs, sleek lounges, side-splitting comedy, and other options are all part of Orlando's brilliant nightlife.

VISIT ORLANDO MEETINGS & CONVENTIONS

Consistently ranked as Cvent's No. 1 meeting destination in the country, Orlando makes it easy to imagine the possibilities and create unforgettable events for groups of all sizes. With low-cost accessibility, extraordinary meeting spaces and one-of-a-kind attendee experiences, Orlando is a destination like no other. From an award-winning convention center to more than 150 [meeting hotels](#), business professionals will find something to fit every meeting size and budget every time they meet in Orlando.

With 7 million total sq. ft., including over 2 million sq. ft. of exhibit space, the [Orange County Convention Center](#) provides approximately \$3 billion in economic impact to Central Florida annually. Orlando is capable of hosting the largest events in the world such as the PGA Merchandising Show, the International Association of Amusement Parks and Attractions (IAAPA), and MEGACON Orlando. Owned and operated by Orange County, the facility has also been [GBAC STAR accredited and reaccredited](#).

BUILDING A STRONG TOURISM INDUSTRY

However important our partnerships with community organizations are, Visit Orlando's primary focus is to ensure the health of our region's tourism industry. Through our marketing and advertising efforts, Visit Orlando engages with consumers and businesses to choose Orlando for their next vacation or meeting. Achieving our mission is directly linked to our ability to forge partnerships among local tourism businesses to implement destination marketing programs that will build a stronger tourism industry for all.

Board of Directors

We are led by an industry- and community-based [board of directors](#).

Executive Management Team

Our [executive management team](#) is continually recognized by its peers for excellence in destination marketing, sales, and member services.





POSITION SUMMARY

The Chief Sales Officer provides overall leadership and direction in the areas of Travel Industry Sales and Convention Sales & Services including, City-wide sales, Business Development, Strategic Partnerships, and Destination Services, to fulfill Visit Orlando's mission and short- and long-term strategic group and convention sales and convention marketing objectives.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Leads the management team in City-wide sales, Travel Industry Sales, Strategic Partnerships, Business Development, and Destination Services in the development and implementation of plans and programs to support and achieve the organization's sales goals and objectives in all these areas. The department also has a dedicated marketing and PR liaison.
- Works with Travel Industry team to ensure sales and training goals are set, programs are monitored, results are tracked and destination goals are achieved.
- Works with Research and VP, Travel Industry Sales, Chief Marketing Officer to set international focus short term and long term.
- Serves as a member of the Executive Management Team helping set strategic goals for the organization. Attends regular monthly meetings and others as required. Demonstrates positive support of Visit Orlando's mission, vision and Brand Promise. In all personal actions, supports and complies with the DMO's policies and procedures, performance standards and code of ethics.
- Manages the sales and services relationship with the Orange County Convention Center and provide strategic guidance to the OCCC sales team in conjunction with the OCCC management team. Creates strategies to ensure overall convention attendance goals are met. Work with Convention Center management and key hotel partners to identify need periods and develop strategies to address.
- Represents Visit Orlando with key industry associations; serve on committees and boards as appropriate and participate in various industry events, trade shows, sales and marketing missions.
- Works with direct reports to establish budgets for each functional area. Once approved, reviews and monitors carefully on a monthly basis, ensuring compliance, reporting variances and taking actions as needed. Works with Business Affairs team on ROI of efforts.
- Works with President & CEO, VP of HR, CMO, and COO/CFO to develop team and individual sales goals and incentive plans.
- For each functional area of responsibility, monitors results of teams' efforts, acknowledges successes, and sees that any corrective action is taken when required. Communicates to President and Board of Directors when requested on a regular basis, keeping them well informed of efforts, results and planned actions.
- Works with direct reports to develop strategic plans to address need periods.
- Partners with VP of Marketing and Director of Marketing to develop and direct efforts of annual meetings and convention marketing efforts.
- Assists team in managing relationships with key client accounts through participation in sales calls, site visits and/or other client functions. Conducts presentations and meets with key clients as appropriate.

- Acts as staff liaison to convention sales committee and potentially implement actions based on recommendations. Also ensures appropriate and timely level of communication to other community stakeholders as appropriate.
- Ensures staff development, empowerment, training, etc., in a relevant and timely manner.
- Maximize funding programs such as co-cops, sales missions, etc. to enhance visibility and events.
- Performs additional projects and assignments as directed by Visit Orlando's President and CEO.

DIRECT REPORTS

- Vice President of Sales Operations
- Vice President of Travel Industry Sales
- 9 National Account Directors
- Manager of Sales Support

ACCOUNTABILITIES FOR SUPERVISION

- Participates in and has departmental authority for managerial decisions related to the selection, promotion, compensation, and performance management of assigned employees.
- Assures appropriate on boarding training is facilitated for new employees, personally participating as necessary, to ensure established procedures are clearly understood and followed.
- Answers employee questions, resolves work-related problems and interprets Visit Orlando policies to staff to improve quality and quantity of work performed.
- Monitors the work performance of direct reports on a continual basis, conducts effective performance appraisals and takes corrective action whenever necessary.
- Creates a working climate in which assigned personnel are motivated to develop their skills and abilities and demonstrates by personal example the desired standards of conduct and work performance.
- Administers company policies in a fair and equitable manner and fully documents all incidents and actions taken.

QUALIFICATIONS

- Bachelor's degree from an accredited four-year college university; and/ or ten to fifteen years related experience in senior executive role. Experience must include demonstrated success in a senior level management position in convention sales at multi property convention properties or destination.
- Previous experience in a destination marketing organization and/or large hotel (1,000+ rooms) is preferred.
- Must be computer literate (basic level skills in using Internet, MS Outlook and Word).
- Proven ability to manage budgets, prioritize tasks, and meet deadlines.
- Analytical mindset with the ability to compile and analyze data to inform strategic decision-making.
- The ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence and procedure manuals.
- Strong interpersonal communication skills and the ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Travel requirement: several domestic trips per year.

KEY CHARACTERISTICS

- Exceptional consensus builder with the ability to debate diplomatically
- Strong communicator with exceptional podium skills
- Seasoned team leader who loves to mentor and train
- Community and team-oriented
- Outgoing and approachable
- Creative thinker
- Collaborator
- Results-driven
- Adaptable
- Innovator

TOP PRIORITIES

- Assess short-term booking needs and drive strategy to grow meeting and convention business.
- Understand and evaluate citywide sales strategy to maximize Orange County Convention Center.
- Learn and evaluate sales deployment, initiatives, and industry partnerships.
- Assess departmental goals, policies, and procedures.
- Grow international visitation to pre-pandemic levels in key TIS markets.
- Seek stakeholder feedback and execute change to enhance monthly business/citywide meetings.

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.



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

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.