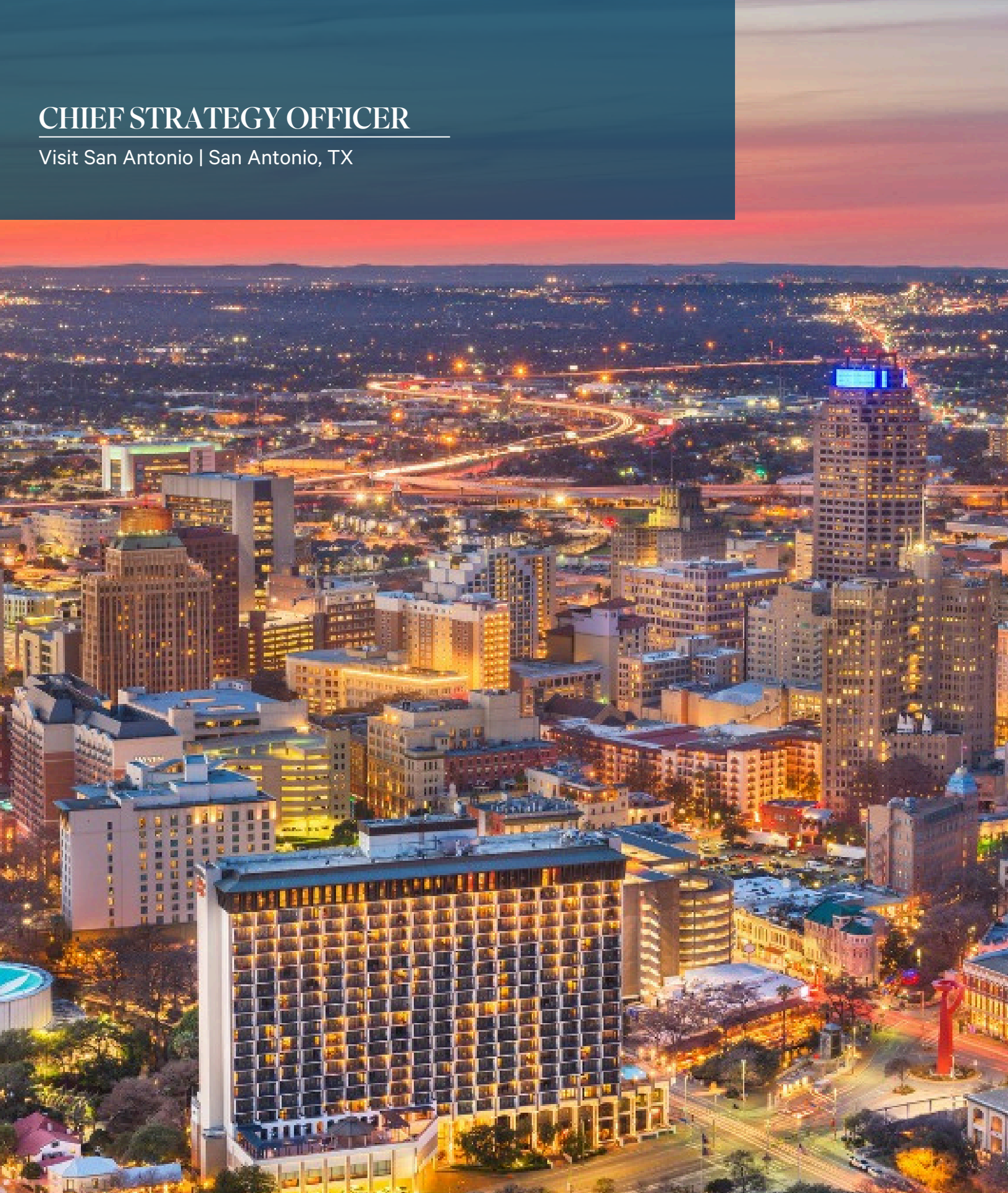


CHIEF STRATEGY OFFICER

Visit San Antonio | San Antonio, TX





San Antonio

San Antonio's old-world Spanish flair and blend of cultures make it one of America's most picturesque cities. What's old is new again in San Antonio. A city rich in history and booming with modern attractions, San Antonio invites visitors to be inspired, be curious, and be hungry. Walk, bike, hike, and play through our spectacular parks, gardens, and outdoor spaces. Experience the city's historical significance through tours, festivals, and seasonal events. Shop, drink, and dine at local favorites across our diverse neighborhoods. San Antonio has it all. And we're ready to host you. Build your plan for things to do in San Antonio and get inspired to check boxes you didn't know existed.

[Alamo](#) [Arts & Culture](#) [Attractions](#) [Nightlife](#) [Outdoor Adventures](#) [River Walk](#)
[Shopping](#) [Spas](#) [Sports](#) [Tours](#) [World Heritage](#)

Extraordinary Meetings in a Unique Destination

Enjoy an experience unlike any other in San Antonio, where a cutting-edge, modern meeting scene has evolved amid a city full of unforgettable attractions, history, and Old-World charm.

Reasons to Meet in San Antonio

In San Antonio, we mean business. We also know how to have fun. Our city is rich in history, bursting with culture and modern attractions. We're renowned as a truly unique destination, and we're eager to host you and your group. Discover some of the top reasons why San Antonio is the premier meeting destination for groups of all sizes.

- [Always something new](#)
- [Attendee experience](#)
- [Ease of transportation and walkability](#)
- [Key industry sectors](#)
- [Meeting space](#)
- [Outstanding accommodations](#)
- [State-of-the-art convention center](#)
- [Unparalleled service, resources & hospitality](#)

The 1.6 million square foot [Henry B. González Convention Center](#) accommodates groups of all sizes and sits on the River Walk in the heart of downtown within walking distance of historic sites, restaurants, museums, theaters, shops, and thousands of hotel rooms.

Facility Highlights include:

- 514,000 sq. ft. of contiguous exhibit space
- 86,000 sq. ft. of column-free multipurpose space
- Over 70 meeting rooms
- Stars at Night Ballroom - 54,000 sq. ft.
- Improved circulation, wayfinding, and accessibility of spaces
- The largest indoor courtyard
- Innovative design, flexible spaces, advanced technology
- Eco-friendly design using energy reduction measures
- Full-service UPS Business Center
- Multiple loading docks

ABOUT VISIT SAN ANTONIO

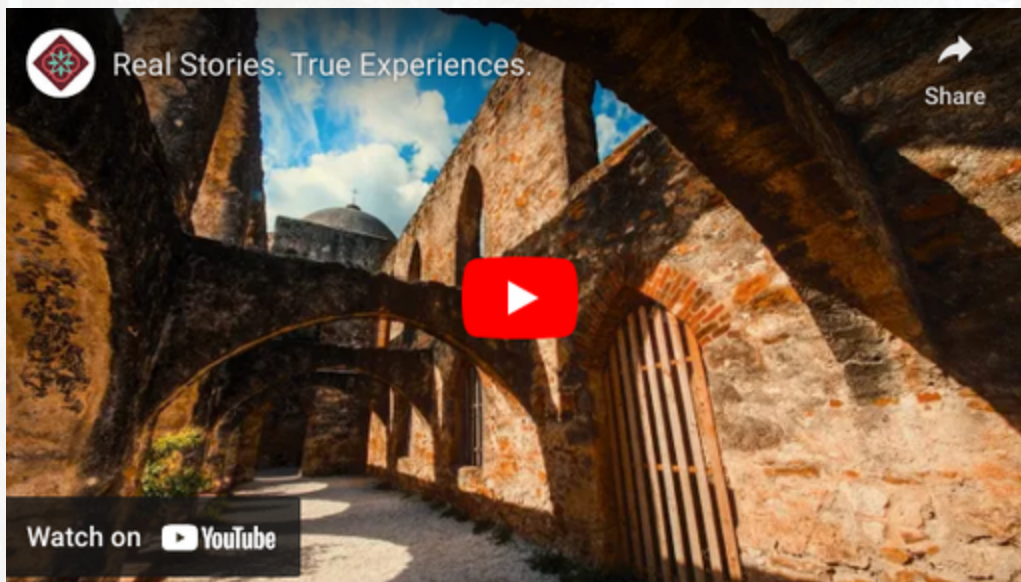
The organization began in 1968 as the San Antonio Convention & Visitors Bureau which was a department of the City of San Antonio until September 2016. Based on industry research and best practices, the industry advocated the creation of the 501c6 entity, Visit San Antonio.

Visit San Antonio markets the city as a leisure and convention/meetings destination for the purpose of positively affecting the local economy. Visit San Antonio works with both private and public entities to promote the destination and is primarily funded by hotel occupancy taxes. San Antonio receives 34.4 million visitors annually and the hospitality industry delivers a \$13.6 billion economic impact.

Visit San Antonio Members

Connect with the power of tourism in San Antonio. Through membership with Visit San Antonio, you can:

- Achieve greater visibility to millions of visitors.
- Access sales opportunities through advance notices of conventions and events.
- Take advantage of proprietary market data to help you plan marketing and outreach.
- Be part of tours with national journalists visiting the city.
- Train your team to be more knowledgeable about what visitors want to know.
- Monitor and advise on critical legislation that could impact your business.





POSITION SUMMARY

Join Visit San Antonio as our Chief Strategy Officer (CSO) and play a pivotal role in shaping the future of one of the nation's most vibrant tourist and convention destinations. Collaborating closely with our President/CEO, you'll lead a dynamic team and spearhead strategic initiatives to enhance our city's allure and drive economic growth. As the CSO, you'll oversee critical departments, including Convention Sales, Destination Experience, Membership, Special Events, and Riverwalk, shaping the visitor experience and propelling San Antonio onto the global stage. The CSO will be a visionary leader with a passion for innovation and a knack for turning ideas into impactful results. This position is also the Chief Engineer and Revenue Producer leading and driving new demand and revenues for the City of San Antonio's hospitality industry, our members and stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop new convention and tradeshow group strategies to increase demand at our convention center and hotels.
- Create new initiatives to increase membership revenues and revenues for all River Walk activities. (River Walk Team)
- Work with leadership to create new initiatives in Destination Experience to increase citywide customers' attendance and destination economic impact.
- Act as a company representative with or for the CEO when he cannot be present and have the desire to one day succeed into a DMO CEO position.
- Analyze data and reports, including pace and STR/CoStar, to determine where there are opportunities to increase business and drive more demand for stakeholders.
- Conduct a comprehensive analysis of sales dynamics, including business tactics, pricing strategies, competitor activities, and market research, to drive increased demand and optimize performance.
- Complete bi-monthly sales and pace reports for the CEO and the DMO Sales Committee.
- Act as a company representative in the absence of the CEO.
- Collaborate with the senior management team to develop short- and long-term plans and budgets.
- Set actionable departmental goals to achieve mission objectives.
- Evaluate the success of initiatives and lead the implementation of new policies.
- Develop stakeholder opportunities and foster relationships.
- Collaborate with diverse stakeholders, including international clients and partners.

QUALIFICATIONS

- Previous experience as a hotel General Manager or at least 7 years experience as a Director of Sales and/or Marketing at large hotels (regional or national sales leadership is a plus).
- Extensive experience selling into and leading teams pursuing citywide conventions from associations and corporate accounts.
- Enjoying the process of analyzing STR/CoStar and pace.
- Familiarity with analyzing STR/CoStar and pace reports is a plus.
- Able to travel frequently.
- While Visit San Antonio offers a hybrid working environment, this individual should plan to be in the office at least three days a week when not traveling.
- A bachelor's degree is preferred.

KEY CHARACTERISTICS

- Visionary Leadership: Capable of crafting and communicating a compelling vision for Visit San Antonio's future.
- Strategic Thinking: Proficient in developing and executing strategic initiatives to enhance the city's appeal and stimulate economic growth.
- Collaboration: Skilled in collaborating with the President/CEO and diverse stakeholders to achieve common goals.
- Analytical Skills: The ability to analyze data and reports to identify opportunities for increasing business and driving demand.
- Sales Acumen: Demonstrates expertise in developing group strategies to boost demand at convention centers and hotels.
- Revenue Optimization: Proven track record in creating initiatives to increase revenues for various activities and membership.
- Negotiation Skills: Strong negotiation skills are essential for convention center operations and securing beneficial partnerships.
- Adaptability: Comfortable thriving in competitive markets and capable of multitasking effectively.
- Communication Skills: Excellent presentation, public speaking, and customer service skills to engage stakeholders effectively.
- Inspirational Leadership: Inspires and motivates teams to achieve mission objectives with an aggressive business approach.

TOP PRIORITIES (the first 6 months)

- Developing Innovative Convention and Tradeshow Strategies: Create and implement fresh strategies to increase demand at the convention center and hotels, fostering collaboration with the Convention Sales team to attract new conventions and tradeshows.
- Initiating Revenue-Boosting Membership and River Walk Activities: Launch new initiatives aimed at enhancing membership revenues and increasing revenues for all River Walk activities, working closely with the Membership and Special Events departments to identify and implement growth opportunities.
- Enhancing San Antonio's Destination Experience and Economic Impact: Collaborate with leadership to devise innovative to create positive impacts on the visitors' experiences that will create more spend and drive economic impact.
- Conducting In-Depth Sales Analysis and Optimization: Perform comprehensive analysis of sales dynamics, including business tactics, pricing strategies, and competitor activities, leveraging data from reports such as pace and STR/CoStar to identify opportunities for increasing business and driving demand, leading to optimized performance across all departments.



Mark Gnatovic

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

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.