

SENIOR VICE PRESIDENT EXPOSITIONS - AMERICAS

AVIXA | Remote





AVIXA

The Audiovisual and Integrated Experience Association.

We bring you the largest AV trade shows around the world.

AVIXA® is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 11,400 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership.

THE AV INDUSTRY

AV is the intersection of content, technology, and space. The AV industry is the community of manufacturers and myriad professionals that provide the tools and expertise necessary to convey ideas and enhance communication in virtually every human arena. Audiovisual systems and technologies are the building blocks that create memorable experiences and connect us to our world in every way imaginable. It's the tremendous sound you hear at a concert, the amazing digital displays you see at a museum, the videoconferencing system you use at your office, the projected images you see at your corporate gatherings, the cool stuff in the huddle space that connects your devices to the big display, the technical wizardry that's used in theme parks to amaze and delight you. That is all part of the AV industry. Are you getting the picture?

WHO WE ARE

- We're part association, part society.
- We're the hub for all people and things AV.
- Sharing our love of technology, creative content, and communication.
- The industry leader for professional collaboration, information, and community.
- For creatives who use technology for integrated experience.

YOU BELONG IN THE AVIXA COMMUNITY

If you use professional AV to communicate a message, you belong here.

AVIXA members realize just how significantly audiovisual technology impacts the user experience. They use technology to change how people communicate and experience the world.

AVIXA's AV community is brimming with manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals. Learn about our events [here](#).

GLOBAL AVIXA

With membership around the world in more than 80 countries, AV professionals are getting together to share their expertise and ideas.

[Asia-Pacific](#) [Germany, Switzerland, and Austria](#) [Europe, Middle East, Africa](#)
[Italy](#) [Latin America - ES](#) [Latin America - PT](#)



POSITION SUMMARY

Reporting to the CEO, the SVP has overall strategic, operational, and financial responsibility for AVIXA's exposition and conference portfolio within the Americas, which currently includes [InfoComm \(USA\)](#) and [InfoComm América Latina \(Mexico\)](#). The primary focus of this position is delivering successful expositions, serving as touchpoints for continual engagement with our global audience of audiovisual professionals 365 days a year. This delivered value is tightly integrated within all aspects of AVIXA's audience engagement worldwide, encompassing a highly engaged membership community, an ecosystem of aligned associations, a global portfolio of expositions in EMEA, Asia, and Australia, and a digital community and platform.

The unique alignment and integration of these capabilities drive several characteristics of the AVIXA organization. Reporting directly to the CEO, this role is crucial for both revenue and mission fulfillment and is part of the senior leadership team. The SVP contributes to the strategic plan, participates in annual organizational planning and budgeting, and supports an agile organization with collaborative leadership. This position demands accountability for delivering successful events and integrating all organizational priorities as part of the executive team.

ESSENTIAL DUTIES & RESPONSIBILITIES

Strategic

- Develop and maintain productive relationships with the events' key participating brands; work to engender the sentiment that InfoComm is 'their' tradeshow, not 'ours'. This will likely entail investing in exhibitor relations through focused outreach, face-to-face meetings, and networking.
- Maximize revenue potential by continuously assessing market needs and realigning InfoComm's go-to-market strategy to better meet those needs
- Continuously evaluate the competitive landscape of North and Latin American tech tradeshows, proprietary vendor tradeshows and roadshows, industry conferences, and online media; respond to changes in the landscape in a timely and structured manner when needed.
- Identify and clearly articulate the show's strategic priorities across 1, 3, and 5-year planning horizons; ensure both internal and external teams are focused on those priorities and are given license to de-emphasize non-strategic activities as necessary.

Organizational

- Work with AVIXA's live content and membership teams to deliver an industry-leading program of education, tours, networking opportunities, and other attendee experiences that support InfoComm's growth strategy.
- Work cross-functionally with counterparts in Europe and Asia-Pacific to share local market insights, maximize operational efficiencies globally, and ensure strategic alignment within AVIXA's portfolio of events.
- Leverage AVIXA's internal content delivery, communications, and marketing teams to align online channels such as video, social media, and newsletter publication with InfoComm's content and marketing strategies.
- Develop the building of multi-channel product offerings that give participating brands opportunities to leverage pre-show and at-show points of engagement.

ESSENTIAL DUTIES & RESPONSIBILITIES

Financial

- Working with the members of the team as well as AVIXA's Finance department, responsible for developing the financial budget for the events and delivering on that budget.
- Responsible for the development of the annual exposition budget as a part of the larger AVIXA annual budget planning cycle.
- Oversee the InfoComm budget, including financial analysis, interpretation, reporting, and projections.
- Maintain a fiscal discipline within the delivery of the show that addresses and incorporates policies related to cash flow, accounts payable, vendor selection, and contracting.

Operational

- Ensure the expos (pre-, on-site, and post) are an exceptional customer experience at all touchpoints with exhibitors and attendees.
- Direct all event logistical components, including registration, housing, transportation, venue management, special events, and budget management for InfoComm.
- Work with internal expo team to ensure best practices and stakeholder needs are met through floorplan strategy, exhibitor servicing, liaising with general service contractor, and on-site management.
- Evaluate vendors' performance against contractual obligations. Mitigate risk and maximize ROI.
- Develop a comprehensive evaluation methodology process that assesses all key elements and aspects of producing a successful exhibition.
- Analyze each exhibition's evaluation results against the key performance indicators and use data for strategic planning in the future.
- Review the role(s) of the exhibition team and ensure it is structured for maximum efficiency and skill sets.

Sales and Marketing

- Explore opportunities for new North and Latin America market events that may complement InfoComm; in conjunction with the other members of AVIXA's Senior Leadership Team, pursue these opportunities as appropriate.
- Lead and enhance InfoComm's sales function in pursuit of annual revenue goals, with particular emphasis on improving and maintaining subject matter expertise, and on adding consultative and value-based selling to the function's skill sets.
- Continuously evaluate the pricing of InfoComm's floor space, room hire, sponsorship, and other offerings and ensure alignment with value; explore and pilot new pricing and business models.
- Develop bundling of multi-channel product offerings that give participating brands opportunities to leverage pre-show, at-show, and post-show points of engagement.
- Lead and enhance InfoComm's marketing function in pursuit of annual total attendee and attendee revenue goals, with particular emphasis on developing third-party partner and channel marketing capabilities, data analysis skills, and branding and messaging skills.

Outreach and Industry Relations

- Act as both business leader and thought leader for InfoComm in interviews with supporting media, at AV industry events, and across other media channels when advantageous.
- Act as supporting liaison with the volunteer leadership vis-à-vis the InfoComm show and the larger AVIXA service to the AV industry.
- Work with partner groups and organizations who can bring additional value to the expo and AVIXA's audience.

Supervision

- Directly supervise key personnel of expo and event services.
- Guide larger, cross-divisional teams and projects as necessary.

ESSENTIAL DUTIES & RESPONSIBILITIES

Talent Development

- Attract, develop, and retain top performers and ensure high employee satisfaction.
- Create an environment of learning and development.
 - Provide opportunities for both formal and informal training.
 - Ensure communications with staff regarding performance/goals and progress.
- Succession planning for sub-departments (high potential employees).

QUALIFICATIONS

- A strong track record in growing both revenue and audience in the B2B media and events space, including, but not limited to, large tradeshows, conferences, online media, and data services.
- A deep understanding of contemporary B2B sales and marketing, with a clear vision of how large tradeshows and related activities can help those functions fulfill their objectives on the client side.
- Knowledge of the AV or broader tech industry, preferably with an established reputation as a thought leader and/or business leader within the industry.
- A demonstrable ability to develop and sustain relationships with tech business leaders in North America, Latin America, Europe, and Asia-Pacific, with particular emphasis on understanding and showing respect for diverse business cultures.
- 15+ years of experience in event and expo management.
- Experience leading large B2B events required (Gold 100 or TSNN top Trade Show List events).
- CMP, CMM or CEM certification is a plus.
- Collaborative leader with a focus on results.
- Proven track record of new market development and new attendee acquisition and growth.
- Requires the ability to organize projects simultaneously and keep on schedule and budget.
- Must be able to function with minimal direct oversight.
- Must be able to travel multiple times a year (20%), including internationally.
- Must demonstrate outstanding customer service orientation and can interact effectively and appropriately with individuals of various levels, professions, and cultures.
- Proficiency in database management, basic office software programs, and association management software.
- An ability to adapt and learn new software and web-based systems is mandatory.
- Proficiency in Spanish is a plus.

KEY CHARACTERISTICS

- Effective Listening - Actively pays attention to the speaker; demonstrates understanding through feedback; ensures the message is accurately received and interpreted.
- A team-oriented leader - Fosters collaboration and teamwork; encourages input and values diverse perspectives; builds strong, cohesive teams focused on common goals.
- An empathetic leader who can also balance accountability.
- Analytical - Collects and researches data; uses intuition and experience to complement data; designs workflows and procedures.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully.
- Interpersonal Skills - Focuses on solving conflict, not blaming; listens to others without interrupting; keeps emotions under control.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; is able to read and interpret written information.
- Teamwork - Exhibits objectivity and openness to others' views; gives and welcomes feedback. Works well in a collaborative culture.

KEY CHARACTERISTICS

- Business Acumen - Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of the market; aligns work with strategic goals.
- Cost Consciousness - Works within approved budget; contributes to profits and revenue; conserves organizational resources.
- Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.
- Strategic Thinking - Develops strategies to achieve organizational goals; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.
- Judgment - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in the decision-making process.
- Motivation - Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence.
- Planning/Organizing - Prioritizes and plans work.

TOP PRIORITIES

- Create an omnichannel marketing platform, thinking beyond just the show, that connects members and exhibitors 365 days a year.
- Thoroughly review and evaluate all show marketing and identify what has worked and areas of improvement.
- Immediately begin to foster a positive and inclusive work environment, gaining trust through transparent and consistent communication and actively listening to and addressing the team's needs and concerns.
- Engage in the culture of the organization and the department, identify areas for improvement, and implement strategies to enhance team dynamics.

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



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