

PRESIDENT & CEO

HSMAI Global, Americas, & Foundation | Remote





Hospitality Sales & Marketing Association International

Fuel Sales ✦ Inspire Marketing ✦ Optimize Revenue

The Hospitality Sales & Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as Commercial Strategy Conferences, Adrian Awards, Sales Leader Forums, and the HSMAI Academy. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide. HSMAI's primary stakeholders are commercial (sales, marketing, revenue optimization, and distribution) leaders at hotel brands, management companies, and ownership groups. Membership is available to both individuals and to organizations.

HSMAI Global is a federation of regions, each with its own board of directors and staff. There are four regions: the [Americas](#), [Asia Pacific](#), [Europe](#), and the [Middle East](#), with a Latin America Region in development. Each region has signature programs and services for association members. A [Global board](#) of directors, along with the President & CEO, ensures coordination and collaboration between and among the regions.

[The HSMAI Foundation](#) is an independent 501(c)3 with its own board of directors which serves as the research and educational arm of HSMAI. The mission of the Foundation is to elevate the overall caliber and performance of sales, marketing, and revenue management professionals in the global hospitality industry by driving initiatives that will attract new talent, develop emerging talent, and engage existing talent. The Foundation launched a new capital campaign - the Century Campaign - in 2023 to help secure a prosperous future for HSMAI and the commercial disciplines in the hotel industry.

[Certification](#): HSMAI introduced certification for sales professionals nearly thirty years ago. Today, HSMAI offers training and credentialing in several disciplines, including sales, revenue management, business acumen, and digital marketing.

[Education](#): The HSMAI Academy is the most comprehensive and ambitious initiative in the realm of education for hospitality sales, marketing, revenue management, and commercial leadership, entailing a range of course offerings and learning experiences, including 100% online and expert instructor-led.

[Insights](#): HSMAI creates and curates content from the thought leaders in hospitality sales, marketing, and revenue optimization around the world. Including articles, conference presentations, white papers, case studies, research, best practices, and more, Insights features content from HSMAI events and industry experts, updated each week for HSMAI members and the hospitality industry. Insights also provides access to content from around the industry via Pineapple Search, the hospitality industry's search engine.

[Partnership](#): HSMAI offers the power of partnership to leading industry suppliers around the globe. Partnership opportunities are available at the local, regional, and global level, to connect customers and suppliers in the most targeted touch points, online, in-person, and through thought leadership. Connection comes at Roundtables, Think Tanks, Conferences and Executive [Events](#).





POSITION SUMMARY

HSMAI is seeking a transformative leader to become its next President & CEO. This visionary executive will provide leadership, foster innovation, and position the association for future growth while championing HSMAI's mission and value to its more than 5,000 members.

The President & CEO will offer organizational leadership, advise the board, and represent the association within industry coalitions and strategic alliances. This individual should be strategic, skilled in managing change, and possess expertise in commercial operations in the hotel industry.

This role requires forward-thinking leadership to guide the staff and volunteer leadership team in achieving association objectives while ensuring fiscal stability. Key responsibilities include setting and executing both short and long-term strategic visions. The ideal candidate will have an understanding of the commercial functions of hotels and the unique aspects of associations and be committed to advancing HSMAI with integrity, inclusivity, and a dedication to serving the industry.

ESSENTIAL DUTIES & RESPONSIBILITIES

Strategic Leadership:

- Provide visionary leadership to guide the three separate organizations (Global, Americas, and Foundation), setting and executing short and long-term strategic goals.
- Ensure effective communication and collaboration among members, staff, and the board of directors.
- Continuously assess and adapt the strategic direction of HSMAI to meet the evolving needs of the commercial functions in hotels and their role in the hospitality industry.

Member and Industry Engagement:

- Actively participate in various forums, conferences, and online platforms to foster meaningful dialogue within the membership.
- Develop and implement initiatives to enhance member engagement and satisfaction.
- Build and maintain strong relationships with key stakeholders, including members, partners, industry leaders, and industry media.
- Strategically recruit and engage effective volunteer leaders at the local, regional, and global levels for chapters, advisory boards, boards of directors, task teams, and special workgroups.

Brand Development and Marketing:

- Oversee the development and management of HSMAI's global image through innovative and creative marketing strategies.
- Refine and enhance the association's brand identity to ensure consistency and high-quality content across all platforms and international borders.
- Lead efforts to promote HSMAI's programs, such as the Commercial Strategy Conferences, Adrian Awards, Sales Leader Forums, and the HSMAI Academy.

Team Leadership and Development:

- Lead and coach a motivated and high-performing team of 11, fostering a culture of excellence, professional ethics, and unparalleled member service.
- Implement professional development programs to enhance team skills and capabilities.

Membership Growth and Retention:

- Develop and execute strategies to enhance international membership growth and satisfaction.
- Analyze membership data to identify trends and opportunities for improvement.
- Implement effective strategic programming to support the association's mission and deliver value to members.
- Ensure the retention of Organizational Members, which is critical to the current business model.

ESSENTIAL DUTIES & RESPONSIBILITIES

Financial Stewardship:

- Develop and manage annual budgets, ensuring financial stability and sustainability.
- Implement innovative strategies to increase top-line revenue and margin, aligned with member needs and industry trends.
- Monitor financial performance and make data-driven decisions to optimize resource allocation and achieve financial goals.
- Actively sell sponsorships, organizational memberships, corporate talent partnerships, and other fundraising vehicles for all three organizations.

Advocacy and Representation:

- Act as the voice of HSMAI, representing the association within the industry and advocating for the interests of global members.
- Position HSMAI as an industry expert and thought leader on a global scale.

Organizational Governance:

- Advise the Americas, Foundation, and Global boards on strategic and operational matters, providing regular updates on the association's progress and performance.
- Ensure compliance with all legal, regulatory, and ethical standards.
- Implement governance best practices to enhance transparency, accountability, and decision-making processes.

Program Development and Implementation:

- Oversee the development, coordination and implementation of specific plans and programs which align with HSMAI strategic plans and annual budgets.
- Constructively engage and align with HSMAI's long-standing Association Management Company (MCI USA) to ensure appropriate overall staffing and back-office support levels in accordance with the management contract.

Innovation and Continuous Improvement:

- Foster a culture of innovation and continuous improvement within all three organizations (Global, Americas, and Foundation).
- Identify and implement new technologies and practices to enhance operational efficiency and member experience in coordination with the association's management company, MCI USA.
- Stay abreast of industry trends and best practices to ensure HSMAI remains at the forefront of the hospitality sector.

QUALIFICATIONS

- Extensive "C" suite leadership experience in the Hotel industry with an emphasis on the commercial disciplines of sales, marketing, revenue optimization, and distribution, and a deep understanding of the hotel industry landscape.
- Demonstrated leadership with recognized industry associations, preferably at the board level.
- Extensive global industry-related experience.
- An individual with strong interpersonal skills who can gain and maintain the respect of staff, industry colleagues, members, and partners.
- A college degree from an accredited four-year college or university or acceptable equivalent work experience.
- The successful candidate must be valued and respected by current and former employees.
- An individual with a broad business vision and the ability to lead the development and execution of strategic plans.
- A flexible, responsive, and politically astute leader who is comfortable with capably managing multiple programs.
- A team leader and player who works well in a collegial management environment but is equally comfortable in a more competitive corporate environment.
- Experience selling and managing partnerships.
- Demonstrated success in sales, sponsorship development, and/or fundraising.

KEY CHARACTERISTICS

- Sophisticated with a strong sense of charisma and an entrepreneurial spirit.
- High integrity with a strong moral compass.
- Impeccable work ethic and passion for the task at hand.
- A passionate and inspirational leader who can support and act within a team environment.
- An effective consensus builder.
- An individual with a high likeability factor who is confident and humble.
- Good analytical and interpersonal skills, great attention to detail, accurate documentation, and follow-through.
- Strong financial acumen.
- Impeccable diplomacy.
- A motivator with a contagious positive attitude.
- Trustworthy
- Visionary
- Effective and proactive communication skills.

TOP PRIORITIES

1. Increase Engagement.

- Enhance and provide education, recognition, and connection opportunities for members and stakeholders.
- Curate insights for members and personalize delivery.
- Develop a plan to celebrate the milestone 100th anniversary of the association.

2. Broaden Reach.

- Support and develop new chapters to grow membership.
- Expand content strategy to include more public relations, executive influencers, and social channel outreach.

3. Develop Talent and Leadership Resources.

- Leverage and support the Foundation for content.
- Support the Foundation Corporate Talent Partner growth and Century Campaign engagement.

4. Grow Globally.

- Immediately engage in global restructuring planning, which has already been started.
- Work with the global board to identify strategies to strengthen the brand and increase the association's global footprint.
- Evaluate all technology platforms currently being used.
- Evaluate staffing levels, responsibilities, and long-term succession planning.



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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.