

# SENIOR VICE PRESIDENT

ConferenceDirect | Folsom, CA



## WHO WE ARE

As a global full-service meeting solution, we partner with our customers on all aspects of their events to ensure they meet their goals and attendees have an amazing experience.

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### Why ConferenceDirect?

Experience Matters! At ConferenceDirect our industry experience runs deep. We are professionals, consultants, and event management specialists. Since our founding in 1998 we have grown to be one of the largest and most respected meeting and event management firms in the world. We leverage our experience to partner with our clients to reduce costs, increase revenue, minimize risk, and enhance attendee experience.

### Customers

As a global full-service meeting solution, we partner with our customers on all aspects of their events to ensure they meet their goals and attendees have an amazing experience.

### Suppliers

ConferenceDirect offers hotels, destination marketing organizations (DMO), and vendors in the hospitality industry opportunities to connect with our Associates who plan thousands of meetings and events annually.





## POSITION SUMMARY

The Senior Vice President of ConferenceDirect will be a key leader in driving both operational and commercial success. As a blend of commercial and operating, this role requires a strategic and hands-on leader to oversee multiple departments, streamline operations with measurable results, and enhance growth through recruitment.

Reporting directly to the President, the SVP will manage core functions such as Conference Management, Housing/Registration/Event Technology, and Sponsorship Sales & Recruitment of independent contractors.

This position is based in Folsom, CA with significant influence over the company's headquarters team and operations.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Department leadership responsibilities will depend on the candidate's experience. If the candidate has strong leadership experience in any of the following departments, they may be responsible for leading that area:
  - Conference Management
  - Housing, Registration, and Event Technology
  - Sponsorship Sales
  - Recruitment
- Operational Efficiency: Identify, develop and implement best practices that improve operational efficiency, scalability, and measurable cost savings.
- Sales & Growth Strategy: Implementation new business development strategy for customer acquisition, growth strategy with recruitment of independent contractors.
- High-Level Problem Solving: Act as a resource for sales teams, resolving conflicts with partners and suppliers and ensuring exceptional client satisfaction.
- Industry Representation: Represent ConferenceDirect at designated industry events and which provide recruitment and customer acquisition opportunities with face to face appointments.
- Performance Monitoring: Set, monitor, and support departmental and individual quotas, ensuring all teams meet performance metrics and goals.

## QUALIFICATIONS

- 10+ years in diversified leadership roles, supporting revenue growth and having experience leading a conference management/incentive company or housing registration company.
- Proven success in creating operational efficiencies, cost-saving initiatives, and business strategies.
- Deep understanding of ConferenceDirect's business model or a similar model.
- General management experience, including P&L responsibility.
- Ability to travel up to 30%.
- A strong, hands-on leadership style that inspires and motivates teams.

## KEY CHARACTERISTICS

- Collaborative and approachable leadership
- Strategic vision and problem-solving abilities
- Resourcefulness and adaptability in dynamic situations
- Inspirational leadership that fosters team engagement and high-performance
- Strong relationship-building skills and a customer-first mindset
- The ability to represent the Brand for key customer and recruitment presentations

## TOP PRIORITIES FOR THE FIRST YEAR

- **Strategic Talent Recruitment and Development:** Lead the design and implementation of innovative recruitment strategies to attract top-tier Associates to ConferenceDirect. Given recent shifts in the industry post-pandemic, the SVP will focus on driving new recruitment methodologies that appeal to today's talent market. This role requires a strong vision for recruiting and retaining high-caliber Associates with measurable impact on brand growth and sustainability.
- **Operational Innovation and Cost Efficiency:** Bring a forward-thinking approach to operational processes, introducing new technologies and methods that streamline services, reduce costs, and elevate the customer experience. The SVP will need a sharp operational insight to continuously assess, refine, and enhance core services, aligning improvements with tangible cost savings and client satisfaction metrics.
- **Brand Ambassador and Sales Leader:** Represent ConferenceDirect at pivotal sales presentations, positioning the company to prospective customers and Associates with clarity and credibility. The SVP will play a central role in securing new business by articulating ConferenceDirect's value, showcasing expertise, and strengthening the company's market position through active engagement and high-impact presentations.

These priorities will position the SVP to directly contribute to ConferenceDirect's revenue growth and long-term success.



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

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