

# EXECUTIVE DIRECTOR PHOENIX SPORTS AND EVENTS COMMISSION

Visit Phoenix | Phoenix, AZ





## Visit Phoenix

Visit Phoenix is a non-profit organization that promotes the Greater Phoenix community to a global audience of travelers and books conventions into the Phoenix Convention Center and area hotels and resorts. Visit Phoenix cultivates and maintains relationships with convention and meeting planners, journalists and influencers, travel agents and tour operators.

We produce marketing and brand campaigns promoting leisure travel and meetings, coordinate site visits, conduct media tours and maintain the official tourism website for Greater Phoenix. In partnership with our nearly 900 member businesses, Visit Phoenix brings business to Greater Phoenix that would not otherwise come—from leisure visitors to group meetings to popular sports events. Through this, Greater Phoenix can compete in today's globalized, networked world for its share of the world's consumers, businesses, investment, capital, respect, and attention.

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### Phoenix Sports

The City of Phoenix is home to teams in three major professional sports leagues: the NFL's [Arizona Cardinals](#), the NBA's [Phoenix Suns](#), and the MLB's [Arizona Diamondbacks](#). Additionally, the [Footprint Center](#) in downtown Phoenix hosts the WNBA's [Phoenix Mercury](#) and the Indoor Football League's [Arizona Rattlers](#). Soccer fans can support the USL's [Phoenix Rising FC](#).

Phoenix also hosts several major sporting events annually, including college football's [Rate Bowl](#), the PGA Tour's [Waste Management Phoenix Open](#), NASCAR events in spring and fall, and [Cactus League Spring Training](#), where 15 MLB teams train and play. Phoenix truly offers a vibrant and diverse sports scene, making it a fantastic destination.





## POSITION SUMMARY

The Executive Director of the Phoenix Sports & Events Commission will spearhead the Commission's development, with a mandate to establish its long-term goals, strategies, and operational structure. Reporting to the CEO of Visit Phoenix, the Executive Director will lead efforts to attract major events, manage key stakeholder relationships, and ensure the Commission's impact aligns with the goals of Visit Phoenix.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Strategic Development:** Define and implement the vision, mission, and operational framework of the Sports & Events Commission.
- **Event Hosting Strategy:** Develop strategies for hosting major events that align with desired outcomes, KPIs, and success metrics.
- **Stakeholder Management:** Build and manage relationships with local, regional, state, national, and international event owners, producers, and stakeholders.
- **Community Engagement:** Foster strong connections with the community, aiming to increase participation in sports, arts, culture, and music events.
- **Economic & Social Impact:** Analyze and report the economic and social benefits of hosted events, ensuring alignment with the Commission's goals.
- **Bid Management:** Manage responses to RFPs and develop winning bids for significant national and international events.
- **Team Leadership:** Lead, build, and retain a high-performing team committed to the Commission's core values and objectives.

### QUALIFICATIONS

- **Industry Knowledge:** 5-10 years of experience in the convention, tourism, or event management industry.
- **Leadership & Communication:** Strong leadership experience with proven ability to communicate effectively with diverse stakeholders, from local officials to event producers.
- **Fundraising Expertise:** Experience in securing funding from public and private entities to support event-hosting efforts.
- **Event Hosting Track Record:** Demonstrated success in attracting and hosting large-scale events with measurable impacts.
- **Analytical Skills:** Proficient in developing metrics to measure the success of hosted events and presenting these findings to stakeholders.
- **Public Relations:** Ability to raise awareness of the Sports & Events Commission, positioning it as the go-to entity for event staging in Phoenix.
- **Travel Flexibility:** Willingness to travel as needed to promote Phoenix at national and international events.
- **U.S. Work Authorization:** Must be authorized to work in the United States.

## KEY CHARACTERISTICS

- Leadership Skills: Strong ability to lead teams effectively and inspire collaboration.
- Organizational Proficiency: Excellent organizational skills to manage multiple events and projects simultaneously.
- Diplomatic Approach: Ability to navigate complex stakeholder relationships with tact and professionalism.
- Communication Skills: Exceptional verbal and written communication skills to engage diverse audiences and build consensus.
- Energy and Enthusiasm: A vibrant and positive attitude that motivates teams and fosters community engagement.
- Innovative Mindset: Capacity to think creatively and develop unique event concepts that reflect local culture and diversity.
- Community Focus: A strong commitment to understanding and addressing the needs of the community, fostering inclusivity.
- Networking Ability: Proficient in building and maintaining relationships with various stakeholders, including local organizations and governing bodies.
- Adaptability: Ability to adjust strategies and plans based on evolving community needs and feedback.
- Emotional Intelligence: High level of emotional intelligence to effectively manage team dynamics and stakeholder interactions.

## TOP PRIORITIES

- Conduct a Listening Tour: Engage with community stakeholders, local organizations, and team members to gather insights and understand their needs and expectations.
- Familiarize with Local Culture: Immerse yourself in Phoenix's cultural landscape to identify opportunities for events that resonate with the community.
- Develop Initial Strategic Framework: Begin drafting a strategy for diverse events, outlining potential ideas and timelines based on community feedback.
- Establish Key Partnerships: Start building relationships with local sports teams, non-profits, and governing bodies to create a network of support for upcoming events.
- Launch Quick Wins: Identify and execute a few quick events and initiatives to demonstrate immediate value and foster community excitement.



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

**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.**