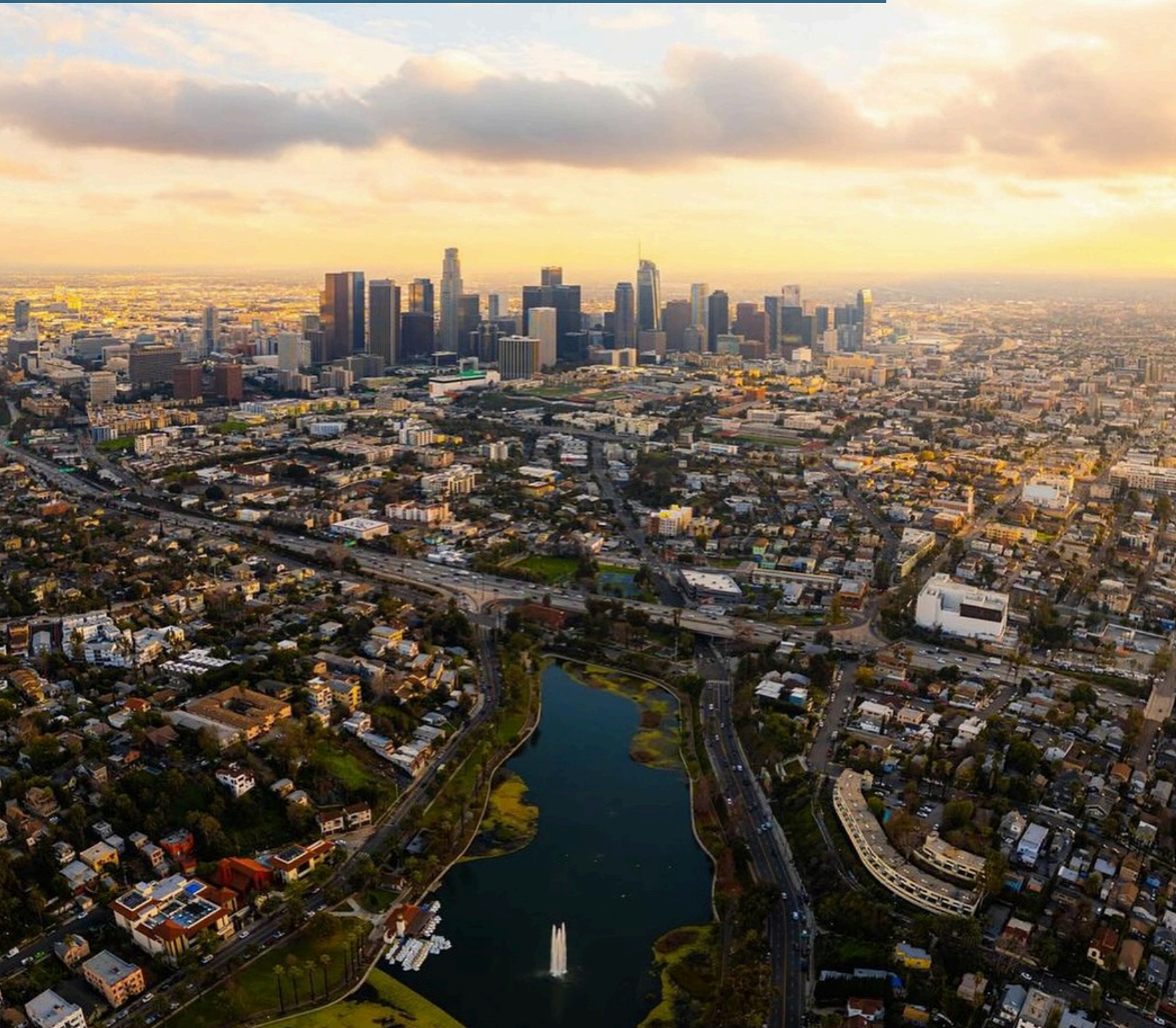
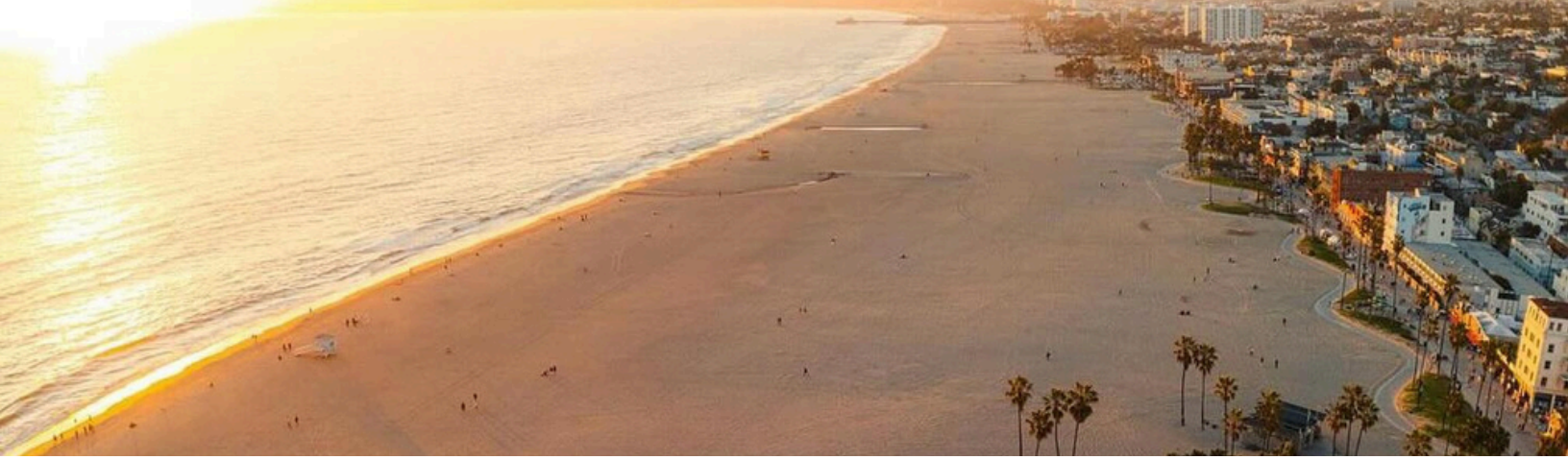


CHIEF SALES OFFICER

LA Tourism | Los Angeles, CA





Who We Are

[Los Angeles](#) is a trend-setting global metropolis with a fascinating history and a rich cultural heritage. LA's cultural attractions are second to none, whether it's the [Space Shuttle Endeavour](#), [Walt Disney Concert Hall](#), the [Getty Center](#) or art galleries and urban art. From Transformers: The Ride-3D to legendary studios, thriving nightlife and renowned theatre productions, LA is truly the entertainment capital of the world. LA dining is acclaimed for [Michelin-starred restaurants](#) and multicultural neighborhoods alike. Sports fans know that LA is the city of champions, while active Angelenos can explore 75 miles of coastline and hundreds of miles of bike and hiking trails. Shop for everything from couture to vintage, or relax in one of LA's world class spas. It's no wonder Los Angeles is a top choice for people from all over the world when deciding [where to travel](#). From parks to beaches, museums to tours of Hollywood and much more, there are always things to do in the Los Angeles area.

[Attractions & Tours](#) [Arts & Culture](#) [Eat & Drink](#) [Family Fun](#) [Hidden Gems](#) [Luxury](#)
[Outdoors & Wellness](#) [Pet-Friendly](#) [Shopping](#)

About Town

Los Angeles is home to renowned museums, unique hotels, diverse experiences and 75 miles of sunny coastline. The best way to discover LA is by exploring all of the vibrant multicultural neighborhoods.

About LA Tourism

The mission of the Los Angeles Tourism & Convention Board (Los Angeles Tourism) is to improve the quality of life for all Angelenos through the economic and community benefits of tourism. Representing over 1,000 local tourism-related businesses, Los Angeles Tourism is a non-profit organization responsible for promoting the City of Angels as one of the world's premier travel destinations. Through its global brand marketing and sales efforts, Los Angeles Tourism works to inspire visitors to immerse themselves in the kinds of unscripted moments and meaningful experiences that can only happen in LA.

Tourism is one of the largest industries in L.A. County, generating important tax revenues for vital public services. A key economic development tool, tourism sparks investment in hospitality infrastructure and attractions, supports hundreds of thousands of area jobs and enhances the overall quality of life for residents and their local community. LA Tourism provides a variety of marketing and sales resources to organizations throughout Los Angeles County, such as:

- [City of Los Angeles](#)
- [Los Angeles Tourism Marketing District](#)
- [Los Angeles World Airports](#)
- [Los Angeles Convention Center](#)
- [Los Angeles Sports & Entertainment Commission](#)
- [Department of Convention & Tourism Development](#)
- [Los Angeles County Arts Commission](#)

POSITION SUMMARY

The Chief Sales Officer (CSO) serves as a key member of the senior staff and is a direct report to the President & CEO. In this capacity, the CSO is responsible for overseeing the Sales & Services team and for collaborating with the Sales leadership group to develop long-term, innovative programming that differentiates Los Angeles as a premier destination for professional meetings and conventions.

The CSO manages five teams within Sales & Services, including Citywide Convention Sales, Hotel Sales, Client & Destination Services, Sales Marketing, and Sales Operations. This includes remote sellers across the U.S. who report to either the Senior Vice President of Citywide Convention Sales or Senior Vice President of Hotel Sales.

The successful candidate will bring a proven track record of leading a diverse team of sales professionals to consistently exceed performance targets through strategic and data-driven thinking, mentoring and team member development, local stakeholder engagement, and developing trusted, long-term relationships with group customers and meeting & event planners.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Organizational Culture

- As a senior leader within the organization, the CSO will actively support efforts to build a world-class company culture, consistently modeling all behaviors outlined in the Executive Team Code of Conduct and ensuring that all members of the Sales & Services team similarly uphold those core values.
- In addition to the supervisory responsibilities noted below, the CSO will serve as a mentor to their direct reports, focusing on professional development and succession planning to build a best-in-class team and providing team members with ongoing opportunities to learn and grow.
- To avoid organizational silos, the CSO will actively encourage the Sales & Services team to collaborate with their colleagues throughout the company – both to help other Departments understand the group side of our business and to ensure that Sales & Services staff have a strong working knowledge of the broader, overall business.
- Leveraging the unique strengths that each individual brings to the Department, the CSO will actively encourage input and feedback from all Sales & Services team members to create an inclusive working environment that fuels innovation and holistic thinking.

Strategic Leadership and Sales Oversight

- Provide strategic leadership for the Sales & Services team, empowering team members to actively contribute to the ongoing evolution of LA's positioning as a tier one destination for professional meetings and events. This includes establishing a culture of trust and mutual respect that encourages team members to think innovatively and engage in constructive debate to ensure that a diverse range of perspectives are considered to generate the best business outcomes.
- Oversee the development of annual and three-year and strategic plans for each functional area of responsibility referenced above, ensuring that Sales & Services strategies are consistently aligned with organizational goals. Regularly review performance against Key Performance Indicators (KPIs) to drive accountability and proactively identify when course corrections are necessary. Proactively identify emerging trends and potential risks, developing mitigation strategies to counter negative impacts.
- Partner with the Vice President and Business Intelligence Engineer to develop appropriate performance metrics and reporting to provide real-time business insights that assist the Sales & Services team in making strategic, data-driven decisions and optimizing performance.

Organizational Strategy and Cross-Departmental Collaboration

- As a member of the Executive Team, employ a holistic approach to ensure that Sales & Services strategies fully support the organization's overall goals and are developed cross-functionally to proactively identify key interdependencies.
- Provide key business insights on the group segment to the Executive Team while consistently applying "horizontal" thinking to collectively identify the most important strategies and priorities for the overall business. Work collaboratively with other Executive Team members and actively solicit their input and feedback to help inform Sales & Services strategies.
- Maintain a disciplined focus on Departmental and overall organizational performance to create shared accountability for achieving KPIs, ensure that the Sales & Services consistently provides all necessary support to other Departments, and that other teams clearly understand and provide the support needed by the Sales & Services team.

Stakeholder Engagement and Industry Representation

- The CSO will be responsible for developing strong, long-term working relationships with a wide range of external stakeholders, both locally and across the industry. This includes close collaboration with the organization's Board of Directors, Sales Committee, Customer Advisory Board, City Tourism Department, Los Angeles Convention Center, Los Angeles Tourism Marketing District, and key hotel and venue partners.
- While strategic account management is the responsibility of the Citywide Convention and Hotel Sales teams, the CSO will be responsible for building trusted partnerships with the senior leadership of major group customers, event planners, and group intermediaries (e.g. – HelmsBriscoe, ConferenceDirect).
- Demonstrating thought leadership, the CSO will regularly engage with the senior leadership of all major industry associations (e.g. – ASAE, Destinations International, EIC, IAEE, MPI, PCMA, Visit California, U.S. Travel Association), including volunteer Board service as appropriate. This includes collaborating with the Sales & Services leadership team to identify partnership/sponsorship opportunities that elevate the destination's reputation as a premier meetings destination.
- In collaboration with the Sales & Services leadership team, develop a comprehensive calendar of engagement opportunities connecting local hotels, venues, and other LA Tourism Member organizations with key group customers and event planners. This includes, but is not limited to, regular meetings of the Sales Committee and Customer Advisory Board, monthly hotel update calls, local customer receptions, Hotel Sales Missions, and – in coordination with the Senior Vice President, Global Tourism Development – international participation opportunities focused on MICE business.

Financial Management and Budget Oversight

- Partner with Sales & Services leadership team and Chief Operating & Financial Officer to establish the proposed annual Sales & Services operating budget, regularly reviewing performance throughout the fiscal year to ensure that expenses are managed within budget parameters. This includes empowering direct reports to manage their respective budgets and to keep the CSO proactively apprised of any anticipated material variances.
- Work with Sales & Services leadership team, President & CEO, and Chief Operating & Financial Officer to develop annual incentive plan for sellers that is aligned with overall organizational objectives, tied to quantifiable performance metrics, and recognizes team members for exceptional performance by identifying appropriate "stretch goals."
- Act at all times as a responsible steward of the organization's finances, managing the Sales & Services budget with transparency and the highest standards of professional integrity, recognizing the company's non-profit status and the requirements of our contracts with the City of Los Angeles, Los Angeles Tourism Marketing District, and Los Angeles World Airports.

Performance Management

- Actively engage in dialogue with direct reports to regularly provide clear, actionable performance feedback on an ongoing basis to recognize successes and drive continuous improvement. This includes providing feedback to direct reports as warranted regarding the performance of their team members.
- Conduct comprehensive performance reviews on a timely basis and address any issues promptly with corrective actions fully documented to ensure clarity between team members and supervisor.
- Collaborate closely with Senior Vice President, Human Resources, on all performance-related issues to solicit expert insights and ensure compliance with all labor laws and regulations.

Team Member Development and Organizational Growth

- Ensure appropriate onboarding training is facilitated for all new Sales & Services team members, personally participating as necessary, to ensure that staff fully understand group business strategies and that all established process and procedures are clearly understood and followed.
- Foster a cohesive and positive work environment that motivates team members to develop their Strengths and skills, encourages open and constructive feedback, and values diverse perspectives.
- Administer company policies fairly and equitably, ensuring thorough documentation of all incidents and actions taken to maintain consistency and transparency.

QUALIFICATIONS

- Bachelor's degree from an accredited four-year college or university with a minimum of 10 years in a senior executive sales role.
- Proven, quantifiable track record of success as a senior sales executive with responsibility for managing a diverse team of geographically and vertically distributed sellers. Includes cultivating an inclusive and supportive culture that eliminates organizational silos and encourages cross-functional collaboration.
- Previous experience in a destination marketing organization, large convention hotel (500+ rooms), major event venue, and/or major group intermediary strongly preferred. Prior sales experience in other industries a plus.
- Demonstrated ability to manage large, complex budgets, prioritize business strategies and programming, and consistently meet deadlines.
- Strong business acumen and strategic thinking skills with the ability to analyze data, extract insights, and make informed, actionable decisions.
- Outstanding interpersonal and communication skills, with the ability to deliver impactful presentations and respond effectively to inquiries from a wide range of internal and external stakeholders. High level of emotional intelligence required to build effective, long-term relationships that meet the unique needs of diverse individuals.
- Tech-savvy and proficient in using MS Office (Outlook, Word, Excel, MS Teams, Box) and industry-specific tools, including CRM platforms.
- Travel requirement: Given the global nature of our business, the CSO must be able to travel both domestically and internationally as required. While the general range of travel is anticipated to be 30% to 50%, this may vary and it is critical that the CSO balance travel with time spent in LA to build strong relationships with our team members and local stakeholders.



KEY CHARACTERISTICS

- Relationship Builder
- Strategic
- Creative & Innovative
- Data-Driven/Analytical
- Accountable & Consistent
- Engaged & Engaging
- Excellent Communicator
- Strong Leader
- Collaborative
- Approachable
- Humble & Authentic
- Transparent & Open
- Outgoing & Personable
- Decisive
- Team Oriented

TOP PRIORITIES

- Actively engage and build relationships with the hospitality community, stakeholders and board members.
- Review and evaluate the current sales strategy & plan to include goals, analytics, strategies, tactics & deployment. Make recommendations for future success.
- Immediately engage with clients to help bring and close business in LA.
- Get to know the internal team and play a significant role in organizational effectiveness by leading the large sales and service team.
- Create a plan for selling the LACC renovation and expansion.
- Redefine the way Los Angeles positions itself in the group meetings & convention space.



Nicole Newman

Global Head of Destinations
SearchWide Global
info@searchwideglobal.com
Direct: 951.640.3745

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

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.