

PRESIDENT & CEO

Discover Lancaster | Lancaster, PA





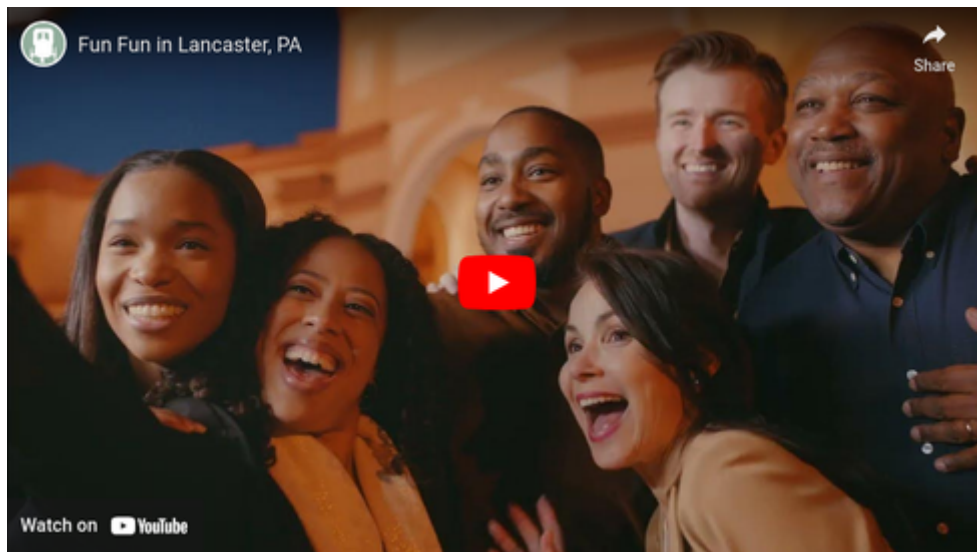
Who We Are

Explore Lancaster County, PA and find the oldest Amish communities in the country. There are lots of things to do in Pennsylvania Dutch Country. But also the unexpected – city life, exquisite cuisine and contemporary art. Lancaster, PA offers wide open spaces and a peaceful change of pace for visitors needing a tranquil getaway.

When you visit Lancaster, you'll experience a [countryside](#) steeped in [history](#), [art](#), creativity, [fun](#), and, most importantly, that Pennsylvania Dutch Country goodness. There's no shortage of [unique and exciting things to do](#) in Lancaster, no matter why you choose to travel. Whether you're thinking of visiting Lancaster for an [authentic PA Amish experience](#), to [shop](#) until you drop, for exploring our vibrant [downtown](#), to enjoy great [outdoor activities](#), or for sharing memories with the whole family... Lancaster County, Pennsylvania has something for you.

About Discover Lancaster

Discover Lancaster, a private nonprofit partnership organization, is the official Destination Marketing Organization for Lancaster County. We are the only sales and marketing organization whose sole purpose is focused on generating the \$3.4 billion in economic impact that tourism brings to the area annually.





POSITION SUMMARY

The President & CEO leads the DMO towards its mission and works directly with the Board on policymaking and strategy for the organization. The President also acts as the primary spokesperson for the organization. Direct reports include an Executive Assistant, and top department heads of Sales, Marketing & Partnership, Finance, and Communication & Advocacy.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversees all functions of the Destination Marketing Organization.
- Advises the Chair of the board, the board, and such other committees and task forces as designated.
- Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the board.
- Supervises the implementation of annual operating, marketing, and sales plans.
- Directs the preparation of the annual budget that supports these activities and presents it to the board for approval.
- Attends all meetings of the partnership, the board, and other designated committees.
- Establishes and maintains ongoing effective communications with partners, government leaders, and other key stakeholders, in addition to the local tourism industry.
- Represents the DMO at meetings and conventions that serve to advance the CVB's mission.
- Develops and maintains effective organizational policies and ensures all CVB activities are implemented within these established policies, guidelines, laws, and ethical standards.
- Selects, trains, supervises, and evaluates assigned personnel; oversees implementation of discipline and termination procedures for all staff members.
- Approves goals prepared by department heads for individual departments and assists staff in order to meet those goals.
- Submits applications for external funding.
- Dedication to diversity and acceptance of all people, regardless of race, color, religion, and sexual preference.
- Ability to lead strategic conversations, convert them to management plans of action, inspire people to rally around the goals of the plan, and be accountable for the implementation of the plan.
- Experience in the political arena that necessitates negotiating in good faith as well as understanding the necessity of give and take.
- Leading/responding to a public relations challenge for an organization or corporate entity.
- Building relationships that have grown over a long period of time.

QUALIFICATIONS

- A bachelor's degree from an accredited institution with a business or marketing major is desired, or an equivalent combination of education and experience.
- A minimum of 7 to 10 years of experience at the executive level within the tourism industry.
- Experience in destination marketing management and experience in multiple market development.
- Superior judgment, discretion, and confidentiality.
- Ability to deal effectively with the public.
- Excellent interpersonal communication skills with the ability to provide leadership.
- Ability to handle multiple job tasks and meet strict deadlines.
- Outstanding oral and written communication skills.
- Professional appearance.
- A willingness to learn.

KEY CHARACTERISTICS

- Collaborative
- Politically astute
- Team oriented
- Visible
- Outgoing
- Innovative
- Transparent
- Accessible
- Integrity
- Motivator
- Effective communicator

TOP PRIORITIES

- Conduct a thorough assessment of Discover Lancaster, including its operations, staff, and board.
- Immerse in the destination to gain deep knowledge of its unique offerings. Forge meaningful connections with staff, community members, elected officials, and other key stakeholders to foster trust, collaboration, and long-term growth for the region.
- Dive into the recently created 2025-2027 strategic plan, ensuring alignment with organizational goals and priorities. Use this framework to guide initiatives that strengthen the destination's competitiveness and community impact.



Kellie Henderson

Global Head of Destinations
SearchWide Global
info@searchwideglobal.com
Direct: 703.912.7247

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

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.