

# SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT

Global Experience Specialists | Major Hub – Hybrid



# WE CREATE TRULY MEMORABLE EXPERIENCES

## Who We Are

GES, Global Experience Specialists, is a global exhibition services company with a legacy spanning over 90 years and teams throughout North America, Europe, and the Middle East. We create some of the most influential exhibitions in the world – think international medical symposiums and industry-leading exhibitions for technology and manufacturing that help communities meet educate and move their mission forward. From initial strategy to show-stopping audio-visual accommodations to award-winning creative – and every detail in between – we create shows that propel commerce, education, and community!

A memorable experience is only possible with the right people. Our highly experienced team has a mission to deliver extraordinary experiences through simple, user-friendly services and best-in-class execution. With a diverse team across the world, a range of perspectives and experiences fuel a spirit of collaboration and a culture of community that allows us to deliver thousands of well-executed live events every year. Click [here](#) to see our work.

### Our Core Values

- Trust: Trust each other to always be honest and do what's right.
- Responsibility: Be responsible for our actions and deliver on our commitments.
- Understanding: People come first. Be understanding and compassionate.
- Excellence: Provide excellent service and execution.

### Our Trade Show Portfolio

[Natural Products Expo West](#) [CinemaCon](#) [IDDBA](#) [AI Con USA](#)

### Our Services

[Show Planning](#) [Operational Excellence](#) [Exhibitor Success](#)  
[Experiential Strategy](#) [Creative & Design](#) [Sponsorship Consulting](#)

90+

Years Creating  
Memorable  
Experiences

4K

Live Experiences  
Managed Annually

75+

Countries Worked In

150K

Exhibitors Served  
Annually



The SVP of Business Development is responsible for driving revenue growth through new business generation and portfolio account management, providing strategic leadership to the Business Development team. This role collaborates with the EVP of Business Development to formulate and execute plans for client acquisition, retention, and portfolio expansion. The SVP will lead strategic and tactical initiatives, ensuring the team meets and exceeds revenue objectives.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Leadership & Team Management

- Provide overall leadership and direction to the Business Development team.
- Coach, develop, and motivate team members to achieve and exceed sales and retention goals.
- Conduct regular sales meetings and account reviews, fostering a collaborative and high-performance culture.

### Client & Account Management

- Serve as the highest point of contact for accounts exceeding \$1 million in revenue or act as an executive sponsor.
- Maintain strong relationships with existing clients while identifying opportunities for expansion.
- Assist in negotiating terms, pricing, and commitments for key accounts, ensuring optimal resource allocation.

### Sales Strategy & Execution

- Develop targeted solicitation strategies to acquire new business and grow existing accounts.
- Lead the preparation and delivery of compelling, value-driven sales presentations.
- Utilize a consultative approach to recommend solutions that address client business challenges.

### Pipeline & Performance Management

- Oversee the team's active sales pipeline through Salesforce CRM, ensuring accurate tracking of activities.
- Maintain records of sales activities, including calls, presentations, closed deals, and follow-ups.
- Identify at-risk clients and implement strategies to retain and mitigate potential issues.

### Innovation & Collaboration

- Partner with GES business units to generate leads and referrals, increasing market share.
- Drive innovation by exploring unique methods to differentiate GES and secure new business opportunities.
- Attend industry events and engage with professional associations to enhance visibility and network effectively.

## QUALIFICATIONS

- Bachelor's degree in business, marketing, communications, or equivalent experience.
- 15+ years of consultative sales and management experience, preferably in exhibitions, events, or related sectors.
- Proven success managing complex accounts and leading high-performing teams.
- Demonstrated expertise in relationship management and consultative communication.
- Strong strategic problem-solving skills, with the ability to develop creative solutions.
- Proficiency in Salesforce CRM and Microsoft Office Suite.
- Exceptional interpersonal, verbal, and written communication skills.

## KEY CHARACTERISTICS

- Visionary Leadership: Ability to inspire and guide a team toward ambitious goals.
- Strategic Thinker: Strong skills in strategic planning and execution.
- Relationship Builder: Expertise in building and maintaining robust client relationships.
- Consultative Communicator: Effective listener with persuasive presentation skills.
- Problem Solver: Innovative and solution-oriented.
- Results-Drive: Focused on achieving measurable sales and retention objectives.
- Team-Oriented: Skilled at fostering collaboration and a positive team culture.
- Adaptable: Capable of navigating complex situations and industry dynamics.
- Industry Expertise: Knowledge of exhibitions, events, and related services.
- Tech-Savvy: Proficient in CRM systems (Salesforce) and modern technology.

## TOP PRIORITIES

- Team Assessment and Development
  - Establish rapport and credibility and immerse yourself in the GES culture.
  - Listen with your ears and eyes. Understand the services and delivery.
  - Coach, remove obstacles, and add value to the team and clients.
- Client Relationship Strengthening
  - Meeting with top-tier clients to establish trust and identify growth opportunities.
  - Address and resolve any at-risk accounts.
- Pipeline Optimization
  - Review and refine the active sales pipeline for efficiency and effectiveness.
  - Ensure accurate tracking and reporting of sales activities.
- Strategic Plan Implementation
  - Collaborate with the EVP to execute strategic growth and retention plans.
  - With the EVP, identify and prioritize strategic projects to better service and produce.
- Industry Engagement
  - Attend key industry events to build visibility and strengthen networks.
  - Leverage professional association memberships to generate leads and insights.



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

**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.**