

CHIEF SALES OFFICER

Las Vegas Convention and Visitors Authority | Las Vegas, NV





The World's Number 1 Meeting Destination

Plan For The Extraordinary

We didn't become the top global meeting destination by accepting the status quo. Average just isn't invited here. In the world's premier meeting and convention destination, it takes vision, innovation, and imagination to move business forward. We have more unique meeting venues that inspire, more space to accommodate any group of any size, and the most complete, flexible, and extensive facilities and services. Fortune favors the bold. And the bold do business in Las Vegas. Start planning for the extraordinary.

We are the Voice of Las Vegas Tourism. As the official destination marketing organization of Las Vegas, our mission is to make Las Vegas the undisputed global destination for leisure and business travel.

We deliver growth and prosperity to the Las Vegas economy. Here's how we do it:

Promoting the Destination

We create iconic global campaigns that deliver on our brand promise, growing and sustaining tourism by telling the story of what it means to have an "#OnlyVegas" experience.

Conventions, Shows and Special Events

From show-stopping entertainment and exhilarating sporting events to the top expos, Las Vegas is where the most influential brands gather.

Transportation Development

We work together with partners across the entire transportation spectrum, from airline carriers and infrastructure agencies to emerging industries, to ensure ease of access for travelers and enhanced travel experiences to and from Las Vegas.

Las Vegas Convention Center Specifications:

- Gross sq. ft. (entire venue). 4,600,000
- Sellable exhibit space: 1,186,065 net sq. ft.
- Sellable meeting space: 390,000 net sq. ft.
- Total hotel rooms: 153,395





POSITION SUMMARY

The Chief Sales Officer (CSO) will provide visionary leadership for the Las Vegas Convention and Visitors Authority's (LVCVA) sales organization, driving strategies for citywide meetings, conventions, and exhibitions. This influential executive will spearhead efforts to position Las Vegas as the premier global destination for meetings and events while fostering collaboration with resort stakeholders, and industry leaders.

Reporting directly to the CEO and President, the CSO will oversee a world-class sales division encompassing citywide sales, convention services and business development. This is a unique opportunity to shape the future of a globally iconic destination, leveraging cutting-edge strategies and partnerships to deliver measurable success.

Reporting directly to the CSO: Vice President Destination Sales and Vice President of Business Sales with roughly 20 indirect on the sales team.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Leadership

- Drive the LVCVA's overall sales strategy to maximize facility occupancy, attendance, and revenue at the Las Vegas Convention Center (LVCC).
- Collaborate with the executive leadership team to advance the organization's mission, long-term objectives, and cultural values of being extraordinary, doing the right thing and making Vegas for all.
- Leverage market insights, cutting-edge technology, and data analytics to identify and capitalize on emerging domestic and international opportunities.

Sales Strategy Development

- Develop and execute comprehensive sales strategies to attract citywide conventions, meetings, exhibitions, and specialty travel events.
- Build strategic partnerships with resort stakeholders, convention center management, and global partners to address need periods, maximize impact, and achieve destination-wide sales goals.
- Research and identify new business opportunities in existing and future markets, driving revenue and attendance growth.
- Work with industry experts, community leaders, and global partners to create new sales channels and foster innovative partnerships that increase Las Vegas visitation.

Destination Representation

- Represent Las Vegas and Southern Nevada at global trade shows, marketing missions, and industry forums, establishing the destination as the premier location for meetings, conventions, and specialty travel events.
- Build alliances with key industry players, associations, strategically important committees and boards, and mission partners to foster innovation and drive revenue growth.
- Serve as the primary spokesperson and expert on meeting, convention, and specialty travel markets to destination resort partners, the Board of Directors, senior leadership, staff, members of the news media, and the public.

Team Leadership and Performance

- Provide executive leadership for the LVCVA's Sales Division, driving consistent excellence in sales and lead generation.
- Inspire and guide a high-performing sales team to exceed targets, deliver exceptional results, and align with the organization's cultural values.
- Set, measure, and achieve team-wide goals while fostering collaboration with cross-functional teams, including marketing and destination services.
- Manage budgets, analyze ROI, and ensure efficient resource allocation for optimal results.

PREFERRED QUALIFICATIONS

- Education: A Bachelor's degree.
- Experience: Proven experience leading a large, complex sales team, preferably in hospitality, destination marketing, or related convention industry.
 - Demonstrated ability to represent a brand, company, or destination, ideally within the hospitality or destination marketing sectors.
- Skills and Competencies: Advanced ability to communicate effectively in verbal, written, and presentation formats with customers, stakeholders, and diverse audiences.
 - Strong proficiency with Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.
 - Commitment to valuing differences among individuals and fostering an inclusive environment.
- Travel Requirements: Possession of a current U.S. passport for international travel.
- Preferred Certifications: Industry certifications such as CMP (Certified Meeting Professional), CEM (Certified in Exhibition Management), CTA (Certified Tourism Ambassador), or the ability to acquire these certifications.

KEY CHARACTERISTICS

- Visionary Leadership: Proven success in leading high-performing teams and delivering exceptional results.
- Industry Expertise: Extensive knowledge of destination marketing, convention sales, and hospitality.
- Strategic Acumen: Exceptional ability to analyze market trends and craft strategies that align with organizational objectives.
- Collaboration and Inclusivity: Strong commitment to fostering a culture of innovation, inclusion, and collaboration.
- Influential Communication: Outstanding ability to engage and inspire stakeholders, clients, and partners.

TOP PRIORITIES

- Optimize citywide sales strategies to drive occupancy and attendance. The goal is to fill 15 million square feet of meeting space across the destination and achieve 8.4 million convention attendees by 2028.
- Maintain strong partnerships with stakeholders, including resorts.
- Develop creative solutions to address need periods and achieve long-term growth.
- Represent Las Vegas and Southern Nevada with customers and key industry associations as THE place to hold meetings, conventions, and specialty travel events.



Mark Gnatovic

President of Retained Search
SearchWide Global
info@searchwideglobal.com
Direct/Cell: 817.789.9879

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.