

# PRESIDENT & CEO

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Finger Lakes Visitors Connection | Canandaigua, Ontario County, NY







# NY's Finger Lakes

Home of laidback luxury

Located within a 6-hour drive radius of most major East Coast and Midwest cities, Ontario County provides a friendly and authentic experience.

There are many reasons to visit the Finger Lakes—gorgeous [lakes](#), [wine](#) and [culinary highlights](#), exceptional [hiking](#) and [biking](#), [skiing](#), [golf](#) in our great [outdoors](#), and, of course, our [family-friendly](#) atmosphere. Whatever brought you to the FLX, we are glad you found us and hope you brought your sense of adventure and wonder for the things that make [Ontario County](#) in the [Finger Lakes](#) unique.

## Finger Lakes Regions

[The Bloomfields - East & West](#) [Canandaigua, Naples, and the Bristol Hills](#) [Clifton Springs & Phelps](#)  
[Geneva, Gorham, Hall & Seneca](#) [Honeoye, Canadice & Hemlock](#) [Manchester & Shortsville](#) [Victor & Farmington](#)

## About Finger Lakes Visitors Connection

Finger Lakes Visitors Connection (FLVC) is the official tourism promotion agency for Ontario County. Organized in 1984, the mission of our 501(c)(3) is to stimulate economic growth through both leisure and meeting travel and increase the number of overnight stays across the county.

FLVC tells the story of the Finger Lakes, from our historic past to our innovative future. We take our potential visitors behind the scenes of what makes our region a premier destination for travel, and how a getaway curated just for you and your interests is just around the corner. Our experienced team is dedicated to assisting you in every step of your travel preparation to ensure you will come back and visit us again in the future.

**Mission:** To curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities and provides quality of life benefits for our residents.

**Vision:** Ontario County's Visitors Connection (Finger Lakes Visitors Connection) is viewed as an intentional community leader and equity partner in economic development, social and environmental responsibility. Our destination is valued as a dynamic place to live, work, play and be well.



## POSITION SUMMARY

We are seeking a visionary and strategic leader to serve as the President & CEO of FLVC. In this role, you will spearhead the development and execution of our Destination Master Plan, strategic initiatives, and business operations. You will be the lead spokesperson, advocate, and collaborator to ensure Ontario County is a premier destination, fostering economic growth and enhancing the visitor experience.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Strategic Leadership
  - Oversee FLVC's vision, business operations, and strategic direction. Identify industry trends, set measurable goals, and drive the growth of Ontario County's tourism sector.
- Collaboration & Advocacy
  - Partner with businesses, government entities, and community organizations to enhance tourism offerings and open new markets.
- Board & Stakeholder Engagement
  - Advise the Board of Directors on organizational matters, including financial, legal, and policy issues. Serve as the chief liaison and representative on local, state, and national industry boards.
- Fiscal & Organizational Management
  - Oversee annual budgets, ensure compliance with legal and fiscal responsibilities, and manage resources to maintain the organization's financial health.
- Community Relations
  - Champion the value of tourism in driving economic development and build alliances to support the organization's mission.

## QUALIFICATIONS

- Bachelor's degree in Business, Marketing, Public Policy, Communications, or related fields (master's is preferred).
- 10+ years of leadership experience in tourism, hospitality, or destination management.
- Proven expertise in not-for-profit management, fiscal planning, and organizational governance.
- Strong relationship-building skills, especially with government entities, boards, and stakeholders.
- Passion for the Finger Lakes region's cultural, recreational, and culinary assets.
- The ability to analyze and interpret economic and marketing data to inform strategic decisions.
- Technological proficiency in Microsoft Office Suite, CRM systems, and presentation tools.
- Availability to work evenings, weekends, and holidays as needed.
- Residency within Ontario County is required.



## KEY CHARACTERISTICS

- Consensus Builder
- Fiscally Astute
- Passionate
- Strong Communicator
- Relationship Builder
- Diplomatic
- Strategic
- Collaborative
- Visible & Engaging
- Charismatic
- Visionary
- Transparent
- Good Leader
- Relatable & Authentic

## TOP PRIORITIES

- Build relationships, develop trust, open communication lines, and establish credibility with stakeholders, board members, partners, local organizations, and city/county/state officials.
- Get to know Ontario County and its tourism products (hotels, attractions, restaurants, etc.).
- Evaluate, learn, and seek to understand every aspect of the organization, including budget, policies/procedures, KPIs, current strategies & plans. Make necessary changes in order to build a strong, successful organization.
- Begin crafting a new strategic plan along with the internal team, board members and community stakeholders to establish goals and KPIs moving forward.
- Begin the process for creating a Destination Master Plan working with Ontario County and key community partners.



**Nicole Newman**

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**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.**