

# VICE PRESIDENT OF BUSINESS DEVELOPMENT

The Expo Group | Remote





# The Expo Group

Immersive Brand Experiences

We are an agile event and trade show design and management company that uses a human-centered approach paired with analytics, strategy and creative. Helping people perform at a higher level, we invest in relationships, designs, and innovations to deliver continuous improvements in trade shows and event experiences for your brand as well as your community of stakeholders.

[Exhibits](#) [Level5 Events](#) [Shows](#)

## Who We Are

Founded on a business method that makes life easier for exhibitors, organizers and planners, The Expo Group is committed to extreme personal service. Our teams are empowered to develop customized solutions to specifically address your challenges. Our vision is to be the undisputed service leader in creating trusted partnerships fueled by personal, emotional connections.

Our Core Values:

Integrity - Always do the right thing. Be a good steward of our resources. Set a positive example.

Compassion - Honor God in all we do. Care for work family like our own family. Appreciate others' talents and perspectives.

Excellence - Pay attention to details. Work hard. Practice daily discipline. Be passionate.

## What We Do

We don't just build tradeshow and events, we architect personalized, unforgettable brand experiences.

## Why We Are Different

Instead of forcing your event to fit a 'standard formula,' we work to understand your business and your audience, then use rich analytics, insightful strategy, and inspiring creativity to craft the right approach for you.





## POSITION SUMMARY

The Vice President of Business Development is responsible for driving revenue growth by identifying and securing new business opportunities, primarily targeting high-value events (\$1M+). This position develops and executes customer acquisition strategies, represents The Expo Group to industry stakeholders, and collaborates with internal teams to deliver exceptional service throughout the event lifecycle. The VP of Business Development is also focused on building relationships with Show Management, Association Executives, Convention Managers, and other key stakeholders to establish The Expo Group as a trusted partner.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Identify and proactively target events valued at \$1M+ for potential customer acquisition, specifically focused on Independent Show Organizers (event portfolios) and proprietary corporate events.
- Develop and implement tailored acquisition plans for each target account.
- Secure corporate event/trade show/general contracting sales and services, including services provided through outsourcing partners when necessary
- Serve as the face of The Expo Group in client and industry interactions, fostering goodwill and securing future business.
- Collaborate with internal teams, including Account Managers, Project Managers, and departmental leadership, to ensure seamless execution across all phases of events.
- Maintain detailed records of all sales activities, including calls, presentations, closed sales, and follow-ups.
- Ensure ongoing communication with clients to consistently meet or exceed their expectations, building a foundation for long-term relationships.
- Prepare and conduct the Expo Group capabilities presentations, respond to RFPs, and create tailored proposals and presentations to meet client needs.

## QUALIFICATIONS

- A High School Diploma is required, and a Bachelor's Degree is preferred. Equivalent experience may substitute.
- A minimum of 10+ years experience in event business development, including at least 4 years as an individual contributor or team leader in business development.
- Strong knowledge of the trade show and events industry, with a robust network of industry contacts.
- Excellent sales and negotiation skills, with a proven track record of meeting or exceeding revenue targets.
- High proficiency in CRM tools (Salesforce preferred), sales funnel management, and reporting.
- Effective interpersonal skills to foster relationships across a wide range of clients and internal stakeholders.
- Strategic thinking with an ability to identify and capitalize on new business opportunities.

## KEY CHARACTERISTICS

- Goal-oriented
- Strategic
- Consultative
- Value-driven
- Relationship oriented
- Excellent listening skills
- Resourceful
- Solution oriented
- Problem solver
- Charismatic
- Team oriented
- Exceptional integrity
- Collaborative
- Authentic
- Professional presence
- Excellent communication skills
- Self-aware

## TOP PRIORITIES

- Learn the TEG culture, organizational structure, business development strategies, and TEG goals.
- Engage with the onboarding and ongoing training and development plan.
- Collaborate with cross-functional teams and key partners and build trust and strong relationships.
- Establishing strategic business development plans and target accounts.
- Activate the business development plan, attend industry and customer events, secure involvement within industry groups, and represent the TEG brand.
- Engage with prospects, build the funnel, and secure both short and long-term opportunities.



### **Andrea Christopherson**

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

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