

PRESIDENT & CEO

Visit Greensboro | Greensboro, NC





Greensboro

— You're Always Welcome —

With 135 attractions, the fun never ends in Greensboro! Centrally located in North Carolina's picturesque heartland, Greensboro is the perfect place to relax and be immersed in entertainment. Play in the center of it all! Dine with a selection of more than 500 restaurants. Feel at home in one of our 98 accommodations.

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Greensboro Facts

- Official Beginnings: 1808
- Area: 133.9 square miles
- Population: 302,300
- Elevation: 897 feet
- Average yearly temperature: Max, 69.3 deg F/ Min, 48.8 deg F

About Visit Greensboro

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.

We remain committed to supporting Greensboro visitors, locals, and the hospitality industry. We will continue to share creative ways you can support the local economy and are working behind the scenes with our partners to lift one another up.



POSITION SUMMARY

The President and CEO serves as the chief executive for the Greensboro Area Convention & Visitors Bureau and reports to the Board of Directors. The role requires a highly experienced sales and marketing strategist with strong leadership ability, management skills, and business acumen.

The President and CEO holds responsibility for overall organizational leadership and implementation of the board's long-term strategic direction. This includes establishing the organizational structure and building high-performing teams aligned with the mission. The role requires considerable independent judgment and initiative as well as high standards, accountability, and maintaining transparent operations through clear reporting of results, progress, and impact. As the organization's key spokesperson, the CEO demonstrates excellence in engaging stakeholders and relationship-building across diverse constituencies, including community leaders, government officials, private sector partners, and clients.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Leadership and Organizational Management:

- Oversees the business functions of the organization, including group sales, marketing and communications, partnerships, advocacy, and financial and administrative functions.
- Plans, organizes and establishes work priorities by developing and implementing a board-approved annual marketing plan and by monitoring activities and outcomes to ensure goals are met.
- Ensures strategic investment in research and analytical tools to identify new and developing markets, evaluates return on investment, and monitors progress toward room night attainment and other organizational goals.
- Ensures the security and confidentiality of sensitive business development initiatives and information.

Financial Oversight and Governance:

- Leads the annual budget process for Board adoption, including comprehensive program analysis, performance evaluation, expenditure tracking, and compliance with state and local reporting requirements.
- Works with the Board to ensure sound governance and fiduciary oversight, providing strategic recommendations on policy issues, staffing requirements, and matters related to the local tourism economy and destination marketing trends.

Talent and Culture Leadership:

- Provides motivational leadership to staff, ensuring performance is regularly evaluated. Ensures a responsive, cohesive, results-driven team that values teamwork and innovation. Handles all aspects of talent management, including strategic hiring, employee development, performance coaching, and personnel decisions to foster a positive, high-achievement culture.

External Relations and Industry Leadership:

- Maintains active engagement with key stakeholders to advance the organization's mission while enhancing its visibility and reputation. Serves as the primary spokesperson before public bodies, local and visiting groups, and special events.
- Participates in local, state, and national professional organizations to maintain and advance professional knowledge within the destination marketing field.

QUALIFICATIONS

- Bachelor's degree in business administration, marketing, hospitality management, or related field, or equivalent combination of education and executive-level industry experience.
- Minimum of ten years of progressive experience in destination marketing, tourism, hospitality, or related industry, with demonstrated success in:
 - Strategic sales and marketing leadership.
 - Business development and stakeholder management.
- Team leadership and organizational development.
- Five or more years of executive leadership experience, preferably in a destination marketing organization or similar entity.
- Comprehensive knowledge of hospitality, convention, and tourism industry principles, trends, and best practices, with specific expertise in destination sales, marketing, and management.

QUALIFICATIONS

- Advanced understanding of organizational leadership principles, including:
 - Strategic planning and execution.
 - Financial management and budgeting.
 - Team development and performance management.
 - Change management and innovation.
- Demonstrated ability to:
 - Make sound decisions using data-driven insights.
 - Exercise judgment in complex situations.
 - Build consensus among diverse stakeholders.
 - Lead through influence and collaboration.
- Superior communication skills with proven ability to:
 - Serve as an organizational spokesperson.
 - Present complex information clearly to various audiences.
 - Engage effectively with media, public officials, and community leaders.
 - Build and maintain strategic relationships.
- Strong business acumen with the ability to:
 - Identify and capitalize on market opportunities.
 - Develop and execute strategic plans.
 - Evaluate and optimize resource allocation.
 - Drive organizational performance and accountability.
- Flexibility to travel and work occasional evenings and weekends when needed, with availability for time-sensitive matters while off-duty.

KEY CHARACTERISTICS

- Energetic
- Open
- Visible
- Collaborative
- Team oriented
- Effective communicator
- Visionary
- Consensus builder

TOP PRIORITIES

- Evaluate the CVB's organizational structure, staff, and overall efficiency to ensure alignment with industry best practices and future growth needs.
- Develop and implement strategies to increase the CVB's budget, including identifying new revenue opportunities and maximizing existing resources.
- Assess the current strategic plan, provide recommendations for updates, and establish a refreshed vision that strengthens community partnerships and positions Greensboro for long-term success.



Kellie Henderson

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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.