

SENIOR VICE PRESIDENT

ConferenceDirect | Folsom, CA



WHO WE ARE

As a global full-service meeting solution, we partner with our customers on all aspects of their events to ensure they meet their goals and attendees have an amazing experience.

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Why ConferenceDirect?

Experience Matters! At ConferenceDirect our industry experience runs deep. We are professionals, consultants, and event management specialists. Since our founding in 1998 we have grown to be one of the largest and most respected meeting and event management firms in the world. We leverage our experience to partner with our clients to reduce costs, increase revenue, minimize risk, and enhance attendee experience.

Customers

As a global full-service meeting solution, we partner with our customers on all aspects of their events to ensure they meet their goals and attendees have an amazing experience.

Suppliers

ConferenceDirect offers hotels, destination marketing organizations (DMO), and vendors in the hospitality industry opportunities to connect with our Associates who plan thousands of meetings and events annually.



POSITION SUMMARY

We are seeking a strategic and results-driven Senior Vice President to lead operations for our event services business, which includes event housing management, registration, and the call center. This executive role will play a pivotal part in scaling our operations, enhancing client satisfaction, and creating efficiencies with measurable results. This position will be a key member of the executive leadership team, reporting directly to the CEO.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Strategic Leadership**
 - Develop and implement operational strategies that result in department synergies and cross-training that will increase customer and internal customer satisfaction.
 - Identify opportunities for operational improvements and efficiency with innovative capabilities, i.e., AI tools that can provide best practice solutions.
- **Strategic Meetings Management of Event Services, Housing, Registration Management, and the Call Center**
 - Collaborate with the event operations team by implementing best practices that can scale and/or right-size operations based on the seasonality of business demand.
 - Streamline and automate internal and external processes, resulting in exceptional customer satisfaction and better utilization of key personnel.
 - Direct oversight of call center operations to create efficiencies and enhance customer satisfaction.
 - Development of key performance indicators specific to customer satisfaction and measurable cost savings.
 - Development, implementation, and training for the Event Operations and Account Management playbook. Creating operational best practices, consistent service delivery for optimal customer experience, and breaking down inconsistencies in service level and communications between services.
 - Direct responsibility for P&L.
- **Team & Resource Management**
 - Recruit, train, and develop talent to support business objectives.

QUALIFICATIONS

- Bachelor's degree in Business Administration, Hospitality Management, or related field.
- 10+ years of senior-level operations experience, specific to strategic meetings management and P&L responsibility.
- Deep understanding of meetings and events, event housing, registration platforms, and call center operations.
- Proven track record managing multi-functional teams and complex event operations.
- Strong leadership, organizational and analytical skills.
- Excellent communication and interpersonal abilities.
- Willingness to travel as needed for events and client meetings.

COMPENSATION & BENEFITS

- Competitive executive salary and performance bonuses
- Health
- 401(k)
- Paid time off and holidays

KEY CHARACTERISTICS

- Strategic Leadership
- Results-Oriented Mindset
- Customer-Centric Approach
- Innovative
- Motivated
- Collaborative
- Excellent Communicator
- Process-Oriented
- Efficient
- Agile and Resilient
- High Integrity
- Accountable

TOP PRIORITIES FOR THE FIRST YEAR

- **Build strong relationships with teams and stakeholders:**
 - Connect with direct reports and cross-functional teams to establish trust, understand team dynamics, and foster an open environment for communication and collaboration.
- **Review and streamline operational processes:**
 - Conduct a comprehensive evaluation of current event housing, registration, event management, and call center workflows to identify strengths, inefficiencies, and opportunities for alignment with ConferenceDirect's strategic vision.
- **Enhance client and attendee experience:**
 - Gather client and attendee feedback to identify immediate areas for improvement, ensuring all service touchpoints reflect ConferenceDirect's commitment to exceptional client service
- **Optimize technology and data systems:**
 - Review existing technology platforms and data management practices for event housing, registration, and call centers to identify gaps, eliminate redundancies, and prioritize key upgrades or integrations.
- **Drive operational efficiency:**
 - Implement quick wins for process improvement and cost effectiveness while developing a longer-term action plan for scalable operational excellence.
- **Establish clear goals and performance metrics:**
 - Define and communicate key performance indicators (KPIs) for the operations team, and implement a plan to track, report, and act on these metrics to ensure accountability and progress toward organizational goals.



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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