

# DIRECTOR, D.C. REGIONAL SALES

Experience Columbus | Washington D.C. Area or Columbus, OH





## Experience Columbus

Welcome to the 14th largest city in the nation! Columbus is the largest city in Ohio and one of the fastest-growing cities in the Midwest, and we're known for being collaborative, progressive and innovative. Columbus has been named a Top 10 Best Big City in the U.S., One of the Best Food Cities in the U.S. and One of the Friendliest Cities in the U.S. by Condé Nast Traveler's 2024 Readers' Choice Awards.

In Columbus, you'll find a thriving arts and entertainment scene, vibrant neighborhoods packed with nightlife, local businesses and shops, nationally recognized restaurants and distilleries, three professional sports teams, the Ohio State Buckeyes, over 20 Metro Parks and more.

[Events](#) [Explore Columbus](#) [Hotels](#) [Neighborhoods](#) [Restaurants](#) [Things to Do](#)

### Neighborhoods & Districts

Vibrant and diverse, Columbus is home to a blend of unique neighborhoods and communities that are known for being open, welcoming, smart and entrepreneurial. No matter your preferred daily pace, your interests or your lifestyle, there's a neighborhood for everyone in Columbus.

[Downtown](#) [Arena District](#) [Short North Arts District](#) [Grandview Franklinton](#) [Easton](#) [Near East Side](#)  
[German Village & Brewery District](#) [Ohio State Campus & Clintonville](#) [Dublin & Bridge Park](#) [Polaris](#)

### About Experience Columbus

Experience Columbus is the destination marketing organization for the Columbus region, dedicated to growing visitor spending and enhancing the visitor experience. Annually, visitors make 51.2 million trips to Greater Columbus for conventions, trade shows, sporting events and leisure visits, spending \$8.2 billion and supporting more than 82,500 jobs—one in every 13 jobs in Franklin County.

### Greater Columbus Convention Center (GCCC)

Located in a safe, walkable district with hundreds of one-of-a-kind dining, shopping and entertainment options surrounding it, the award-winning Greater Columbus Convention Center offers spacious rooms, interactive artwork, local cuisine and exceptional guest services. Named one of the best convention centers in the U.S. by the Wall Street Journal, the GCCC is only 10 minutes from John Glenn International Airport and has connections to the 1000-room Hilton Columbus Downtown and Hyatt Regency Columbus.

**1.8 MILLION  
SQ. FT. TOTAL**

**373,000 SQ.  
FT. OF  
CONTIGUOUS  
EXHIBIT SPACE**

**10,000 SQ. FT.  
OF OUTDOOR  
EVENT SPACE**

**74 MEETING  
ROOMS**

**3 BALLROOMS**



## POSITION SUMMARY

The Director, D.C. Regional Sales, will be responsible for achieving the annual room night goals by building and maintaining business in the national association and corporate markets located in their designated territory, focusing on groups of over 750 peak room nights. This is the highest-level direct sales position in our organization and requires strong sales skills, the ability to build deep and meaningful business relationships, and the capacity to understand and implement strategic initiatives.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Exhibit a strong passion for Columbus to confidently and effectively sell this vibrant destination.
- Become an expert on Columbus, anticipating what convention clients and attendees need to know — including hotel inventory, community features, Greater Columbus Convention Center capacities, and attendee experiences such as neighborhoods, restaurants, nightlife, and arts & culture.
- Develop familiarity with Columbus comparable to that of a resident within one year of starting the position.
- Become an expert on Columbus' main competitor cities, especially in terms of what convention clients and attendees will want to know.
- Develop a comprehensive understanding of the strategies, operations, and goals of Experience Columbus.
- Create and execute creative, memorable, and relevant site visits based on the organization's goals and competitive positioning.
- Maintain existing accounts originating from your market as though they were your own.
- Secure qualified customers and assist with the development and execution of FAM (familiarization) tours.
- Proactively make recommendations to succeed in your market—do not wait for leadership to provide direction.
- Stay abreast of industry trends and competitor city practices.
- Manage and maintain all assigned accounts in the Simpleview database in a timely and thorough manner.
- Coordinate all aspects of the bid process, including bid books, maximizing resources, integrating market-specific information, and incorporating creative elements to give Columbus a competitive edge.
- Collaborate with the marketing department to create initiatives targeting specific markets that promote Columbus as a destination.
- Plan and coordinate unique client events designed to attract and engage potential customers.
- Conduct turnover meetings for definite bookings with the Destination Services department.
- If working remotely, make regular visits to Columbus for site inspections, meetings, training sessions, and team activities.
- Maintain active membership in professional organizations such as ASAE, PCMA, MPI, etc., and serve in a leadership role on relevant committees.
- Perform other duties as assigned.
- Territory assignments and peak night parameters are subject to change at the discretion of the Chief Sales Officer.

### SUPERVISORY RESPONSIBILITIES

- This position does not have direct supervisory responsibility for staff but will share the support of a Convention Sales Coordinator.
- The Director will be expected to communicate with and oversee relevant work activities of the assigned Convention Sales Coordinator.

## QUALIFICATIONS

- A bachelor's degree is preferred.
- Seven or more years of sales experience with a destination marketing organization (DMO), hotel, and/or convention center.
- Experience working within the D.C. regional market is a plus.
- Demonstrated success in sales.
- Must be available to travel for market-based or industry events 2–3 times per month.
- Excellent organizational skills and the ability to meet deadlines.
- Strong written, verbal, presentation, and interpersonal communication skills.
- Ability to prioritize and manage multiple projects in a fast-paced environment.
- Proficiency in Microsoft Office programs, including Word, Excel, PowerPoint, Outlook, and Teams.
- Detail-oriented with strong organizational skills.
- Reliable, flexible, responsive, and available to work outside normal hours as needed.

## KEY CHARACTERISTICS

- Ability to define problems, gather and analyze data, and draw valid conclusions.
- Strong interpersonal skills, maturity, sound judgment, and professionalism in interacting with a diverse range of individuals.
- Ability to work collaboratively across teams.
- Self-motivated and highly driven.

## TOP PRIORITIES

- Demonstrate experience throughout the full sales process, including rapport building, qualifying leads, presentations, conducting sales calls, negotiating, overcoming objections, and closing deals.
- Develop new business and grow existing accounts through effective direct sales activities targeting your specific market segment.
- Establish and maintain strong working relationships with convention center representatives, hotel partners, and Experience Columbus team members.



**Brian-Douglas Stanwood**

Executive Recruiter

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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Brian-Douglas Stanwood.**

**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.**