

SENIOR DIRECTOR OF SPORTS SALES

Tulsa Sports Commission | Tulsa, OK





Tulsa, OK

About Tulsa

Tulsa, the second-largest city in Oklahoma, is both cosmopolitan and all-American in its appeal. It's a place of contrasts along the Arkansas River, where Art Deco architecture sits alongside steel skyscrapers, and rural Route 66 Americana meets state-of-the-art entertainment. From the 3 sovereign Native American nations (Cherokee, Muscogee [Creek] and Osage Nations) that reside here, to the Historic Greenwood District with its legacy as a hub for Black culture, history, and business, Tulsa is a city where many cultures converge to shape a distinct identity.

The Capital of Route 66®, Tulsa's 28-miles stretch of the Mother Road draws visitors worldwide to take in neon lights, roadside attractions, unique shopping, and eclectic dining like USA Today's #1 Food Hall in America (3x years in a row; 2023-2025) Mother Road Market—an incubator for many of the city's favorite food concepts.

There's plenty of other ways to get your kicks in Tulsa too, whether it's exploring the riverside park Gathering Place (2x winner of USA Today's "Best City Park" of 2024), taking in the views at the Philbrook Museum of Art with its vast collection and picturesque gardens, or learning about the legacy of Black Tulsans at the state-of-the-art Greenwood Rising Black Wall Street History Center.

Tulsa is also a music city, with its own legendary 'Tulsa Sound' music genre and live music every night of the week and cultural icons such as Leon Russell's Church Studio (where the 'Tulsa Sound' was born), the Bob Dylan Center, Woody Guthrie Center, and the Historic Cain's Ballroom.

With year-round annual events like the Tulsa International Mayfest arts festival, the Tulsa Tough 3-day bike race, one of the largest Juneteenth celebrations in the nation, and USA Today's best Oktoberfest (2024), prepare to be surprised when you spend a slice of life on 'Tulsa Time'.

Recent events and activations in the last 3 years

- PGA Championship
- Certified Piedmontese IRONMAN Tulsa
- NCAA Wrestling Championships
- Bassmaster Classic
- USA Gymnastics Championships
- USA Taekwondo Central Grand Prix
- Breeder's Invitational
- Pinto World Championship Show
- Arabian & Half-Arabian U.S. Nationals

About Us — Tulsa Regional Tourism

Sports Facilities

As part of the Tulsa Regional Tourism organization, the Tulsa Sports Commission partners with local stakeholders whose various sports facilities are designed to support athletic events and foster community engagement.

[Ascension St. John Sportsplex](#) [BOK Center](#) [Case Soccer Complex](#)
[Hurricane Soccer & Track Stadium - University of Tulsa](#) [Jenks Sports Complex](#) [Mabee Center](#)
[Oilers Ice Center](#) [ONEOK Field](#) [Skelly Field at H.A. Chapman Stadium - University of Tulsa](#)
[WeStreet Ice Center](#) [Zink Lake](#)

About Tulsa Regional Chamber + Tulsa Regional Tourism + Tulsa Sports Commission

The Tulsa Regional Chamber serves as the primary driver of regional and individual prosperity in northeast Oklahoma, representing more than 2,150 member organizations and over 178,000 workers. The Chamber develops and delivers a wide variety of programs and services designed to bolster and benefit Tulsa-area businesses of all shapes and sizes, from large corporations to small startups.

With “regional tourism” being one of the four strategic initiatives of the Tulsa Regional Chamber, Tulsa Regional Tourism serves as northeast Oklahoma’s premier accredited destination marketing organization. Housed at the Tulsa Regional Chamber, it includes four pillars; Visit Tulsa (leisure travel), the Tulsa Convention and Visitors Bureau (hobby & professional events); the Tulsa Sports Commission (pro & amateur sporting events) and the Tulsa Office of Film, Music, Arts & Culture (accredited film commission & support for the creative industries). The TRT services extend to the metro City of Tulsa, surrounding cities and towns – and throughout Tulsa County.

TRT’s primary objectives include attracting, servicing & maintaining large events to Tulsa (sports, hobby and professional), setting & exceeding hotel/lodging room night booking KPIs, supporting & growing Tulsa film, music, and art creative industries, and spurring first-time and repeat inbound leisure travel from drive-in and fly-in markets.

Within this initiative, the Tulsa Sports Commission plays a crucial role by providing a diverse range of sports facilities designed to support athletic events and foster community engagement. This above integrated approach ensures that the Chamber, Tourism, and its associated brands work collaboratively to drive economic growth, enhance the quality of life, and promote the Tulsa region as a great place to live, work, and play.





POSITION SUMMARY

The Senior Director of Sports Sales is responsible for developing and executing sales strategies to promote Tulsa as a premier destination for group sports events across all market segments. Responsible for leveraging existing relationships and regional assets to grow the sports tourism market locally, nationally, and internationally through engagement with sports organizations and stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists in the development of the annual sports sales plan and budget in collaboration with the Vice President of Experience and Events.
- Responsible for executing sales efforts in alignment with department strategy and budget.
- Develops targeted account sales strategies for key accounts.
- Monitors competitor activity and adjusts tactics as needed.
- Establishes and implements sales policies and procedures aimed at maximizing average daily rate (ADR), hotel occupancy, and regional revenue.
- Keeps stakeholders appropriately informed of efforts and results.
- Oversees daily sales operations.
- Ensures the sales team is strategically prospecting and meeting strategic goals.
- Defines and manages annual Key Performance Indicators (KPIs) to measure success.
- Establishes and manages specific annual room night goals for the sports market segment.
- Works with the Vice President of Experience and Events and the Director of Experience and Events to determine and deliver on the contractual obligations of sports event contracts.
- Supports the sales team in presenting contracted groups to leadership and stakeholders.
- Represents Tulsa Sports Commission at site visits.
- Participates in closing sales opportunities as appropriate.
- Reviews and presents proposed incentives for closing sports business leads to the Vice President of Experience and Events for approval.
- Attends appropriate key community meetings (e.g., MTHLA, TAG, etc.)
- Maintains strong relationships with all industry stakeholders.
- Collaborates with the Convention and Visitor Bureau (CVB), Experience and Events teams, and partners to strategically create and host familiarization (FAM) tours and other high profile or priority business events.
- Participates in professional development related to sales, marketing, and communications/public relations.
- Responsible for achieving a satisfactory annual rating as it relates to approved annual objectives, goals, and KPIs.
- Ensures that direct reports, if applicable, meet their annual development goals and KPIs.
- Perform other incidental and related duties as required and assigned.

QUALIFICATIONS

- Must have a Bachelor's degree from an accredited college or university in Sports Management, Sales/Marketing, Meetings Destinations Management, Hospitality, or Business Administration.
- Must have at least five (5) years of experience in a supervisory capacity in a Sports Commission or Destination Management Organization (DMO)/CVB/National Governor Body or related organization.
- Must have experience supervising other full-time or part-time employees.
- Ability to train, motivate, and strategically work with employees to meet departmental goals.
- Must have demonstrated success in sports industry sales and management, tour and travel, convention, or event sales and marketing.
- Must have sports specific industry experience in sales or event management and direct experience and relationships with National Governing Bodies and Events Rights Holders.
- Excellent knowledge of sales and marketing techniques.
- Thorough knowledge of sports and convention sales.
- Excellent written and verbal skills. Ability to speak publicly and represent Tulsa Regional Tourism and Tulsa Sports Commission as required.
- Working knowledge of Microsoft Office Suite programs required.
- Working knowledge of Simpleview preferred.
- Capable to thrive in a fast-paced environment. Ability to prioritize and manage multiple projects at one time.
- Detail-oriented with strong analytical and organizational skills.
- Insight into group dynamics and the ability to develop and foster relationships.
- Ability to handle sensitive and confidential situations and documentation.
- Work environment: Normally a typical office environment with people, with minimal exposure to excessive noise or adverse environmental issues, with occasional outdoor exposure to heat, cold, and environmental elements.
- Physical demands: Manipulate, handle, feel, and control items or equipment. Able to read, write, and interpret written documents. Occasionally lift and move objects weighing up to 25 pounds.

KEY CHARACTERISTICS

- Strategic Sales Leadership
- Analytical and Competitive Insight.
- Relationship-Driven and Collaborative
- Sales Operations Oversight
- Event & Contract Execution Expertise
- Polished Communication & Presentation Skills
- Community-Oriented & Industry Engaged
- Results-Oriented & Goal-Focused

TOP PRIORITIES

- Develop a Strong Organizational Understanding
- Engage in a Listening Tour
- Immerse in Tulsa's Culture and Community
- Identify Strategic Sports and Event Opportunities
- Develop a 3–5 Year Strategic Plan.



John Brich

Global Head of Hotels & Resorts

SearchWide Global

info@searchwideglobal.com

Direct: 513.508.2809

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

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.