

# PRESIDENT & CEO

Greater Nashville Hospitality Association | Nashville, TN





# Nashville

## Music City

Nashville continues to thrive as a hub for music, food, and fashion. With an ever-growing selection of hotels, restaurants, and attractions, the city keeps evolving and improving year after year. Creativity is the heart and soul of Music City, and there's never a shortage of inspiring things to do.

[Arts & Culture](#) [Events & Live Music](#) [Family-Friendly](#) [Food & Drink](#) [Nightlife](#) [Shopping](#) [Stay](#)

### Nashville's Neighborhoods

Find your tempo in every corner. Nashville is characterized by its diverse neighborhoods, each with its own unique personality and charm.

[12South](#) [Antioch](#) [Belmont & Hillsboro Village](#) [Berry Hill](#) [Charlotte Corridor](#) [Donelson & Hermitage](#)  
[Downtown Nashville](#) [East Nashville](#) [Germantown](#) [Green Hills](#) [The Gulch](#) [Melrose](#) [Midtown](#)  
[Music Row & Demonbreun](#) [The Nations](#) [North Nashville](#) [Opryland & Music Valley](#) [Sobro](#)  
[Sylvan Park](#) [Wedgewood-Houston](#) [West Nashville](#)

### About The Greater Nashville Hospitality Association

The Greater Nashville Hospitality Association (GNHA) provides a collective voice for one of the largest industries in the greater Nashville area. We exist to advocate, communicate and educate the positive impact that travel and tourism has on our community and economy. Our lobbyist is involved with local and state legislation to keep members informed on laws and policies related to our industry.



# POSITION SUMMARY

The President & CEO is a strategic, energetic, and relationship-driven leader responsible for guiding GNHA into its next era of growth. This role oversees all operations, financial management, advocacy efforts, member relations, and community partnerships. The CEO ensures GNHA remains a powerful connector, bringing together hotels, restaurants, partners, government leaders, and industry stakeholders to strengthen and elevate Nashville's hospitality community. The CEO reports directly to the Board of Directors.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Strategic Leadership & Vision

- Lead with a growth mindset, focused on creating value, excitement, and strong engagement.
- Drive GNHA's strategic direction, including a full strategic planning process.
- Strengthen the brand, identify opportunities to reimagine or modernize GNHA's identity, and develop a clear elevator pitch.
- Build strong relationships with Hotel GMs, government officials, members, and key partners.
- Strengthen decision-making through clear systems, accountable practices, and transparent processes.

### Financial Stewardship

- Lead the development and execution of the annual budget, marketing plan, and investment strategy.
- Conduct financial audits, review numbers regularly, and ensure full integrity in all operations.
- Oversee grant activities and ensure compliance with all tax and reporting requirements.
- Create and grow new revenue streams, fundraising strategies, and long-term financial stability.
- Present clear financial insights and reports to the Board.

### Administrative & Organizational Management

- Establish a modern organizational structure, policies, and procedures aligned with best practices.
- Ensure GNHA operates efficiently, professionally, and with high standards.
- Maintain strong Board and committee relationships with consistency and clarity.
- Lead internal research, insights, and benchmarking to drive data-informed decisions.

### People & Culture

- Recruit, develop, and inspire staff with an empowering leadership approach.
- Conduct performance reviews, manage compensation, and oversee training and development.
- Foster a collaborative, team-oriented culture grounded in accountability and engagement.
- Serve as advisor to the Board and attend all meetings in a non-voting capacity.

### Legislative & Regulatory Affairs

- Lead GNHA's advocacy strategy, working closely with lobbyists and the Government Affairs Committee.
- Oversee all local legislative and regulatory efforts, from monitoring legislation to drafting strategies and testimony.
- Produce legislative updates and reports; communicate clearly to members and stakeholders.
- Build coalitions with associations and partners to advance and protect the industry.
- Support members seeking guidance on local policy issues.

### Public Relations & Community Engagement

- Elevate GNHA's presence through proactive communication and thoughtful media engagement.
- Collaborate closely with the Nashville Convention & Visitors Corporation (NCVC) to ensure strategic alignment with broader industry goals, initiatives, and long-term destination priorities.
- Serve as a visible leader in the community, building trust with elected officials and partners.
- Promote the value and impact of hospitality across Greater Nashville.

### Member Relations & Engagement

- Deliver high-value member communication, support, and education.
- Strengthen membership retention and expand membership across hotels, restaurants, and industry partners.
- Oversee membership benefits, databases, and overall engagement strategy.
- Create meaningful, valuable meetings—not just social gatherings—with one signature “big” annual event.
- Inspire and rally members around GNHA's mission.

### Events & Experiences

- Oversee all GNHA events, ensuring they drive networking, education, engagement, and financial success.
- Evaluate all events “full circle” to determine impact, effectiveness, and ROI.

## QUALIFICATIONS

- 5+ years in hospitality, association management, or relevant industry leadership.
- Experience setting goals, building accountability, and managing complex stakeholder groups.
- Proven success in advocacy, political environments, or working with elected officials.
- Ability to grow and run an association with strong business acumen.
- Skilled in marketing, sales, operations, fundraising, and engagement strategy.
- Strong communication, organizational, and financial management skills.
- Growth-oriented leader with the ability to reimagine, innovate, and execute.

## KEY CHARACTERISTICS

- Empowering & collaborative
- Politically astute
- Visionary with a growth mindset
- Dynamic, energetic, and approachable
- Consensus builder and convener
- Brand builder and strategic thinker
- Results-driven, confident, and inspiring

## TOP PRIORITIES

- Conduct a full listening tour with Hotel GMs, restaurateurs, Board members, government officials, key partners, and staff.
- Review all financials, including budgets, audits, grant activity, and compliance requirements.
- Launch a formal strategic planning process in partnership with the Board.
- Finalize a clean, transparent annual budget for GNHA.
- Implement consistent messaging and begin improving brand identity (website, email tools, social media, newsletters).
- Evaluate all GNHA events for purpose, audience fit, financial performance, engagement value, and overall ROI.



**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.**