

DIRECTOR OF STRATEGIC PARTNERSHIPS

ON Services | Remote





POWERFUL EXPERIENCES **40** YEARS IN THE MAKING

From corporate meetings and concerts to sporting events, major trade shows, and everything in between, ON Services specializes in delivering a wide variety of live event solutions. Whether it's a small venue or a large-scale performing arts center, we are your trusted partner. Our priority is understanding your vision and collaborating closely with you to bring it to life.

History

ON Services, headquartered in Atlanta, Georgia, is a leading national provider of full-service audio visual live event production, supporting corporate events, association and medical meetings, conferences, trade shows, exhibits, and in-house AV services.

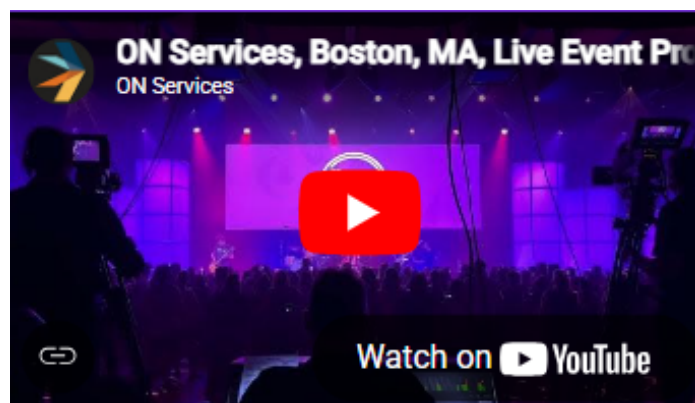
Founded over 40 years ago as Tech Rentals by Stan Milner, the company has remained in the Milner family and is now led by his sons, Brent Milner, CEO, and Austin Milner, VP of Finance and Accounting.

In 2023, ON Services expanded its capabilities and national reach with the acquisition of CMI AV based in New York and Washington, DC, further strengthening its position as a trusted partner in the industry.

ON Services consistently brings innovation and advanced event technology solutions to every production, delivering services that include audio, video, lighting, AV design, projection mapping, speaker support, content production and management, scenic design, and more—all backed by technical thought leadership, creativity, and collaboration.

On Tuesday, April 15, 2025, ON Services announced the acquisition of Video West, a national provider of high-end event production and concert touring technical solutions based in Phoenix, Arizona. This strategic move expands ON Services' national footprint, strengthens its presence across the Southwest, and extends capabilities further along the West Coast.

View our work [here](#).



POSITION SUMMARY

ON Site - a Division of ON Services is seeking a dynamic and experienced Sales Executive to join the team at ON Site as a Director, Strategic Partnerships. Your focus will be on driving business growth by identifying and pursuing new contract opportunities with property ownership and management companies, hotels, and convention centers. You will leverage your sales skills and deep relationships within the hospitality and venue/live event industries to establish and create new client relationships and grow the ON Site portfolio of clients.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and execute a targeted sales strategy to identify and engage potential clients within the hospitality industry, including property ownership and management companies, hotels, and convention centers.
- Proactively prospect, generate leads, and cold-call to expand the client base and secure new contracts for ON Site's comprehensive range of AV and Event Technology solutions.
- Cultivate strong relationships with key decision-makers and influencers within the target market, showcasing the value proposition and unique advantages of partnering with ON Site.
- Deliver compelling presentations and demonstrations to effectively communicate the benefits and capabilities of ON Site's AV and Event Technology solutions, showcasing how they can enhance clients' event experiences.
- Negotiate contract terms, pricing structures, and service agreements to secure profitable and long-term business partnerships.

QUALIFICATIONS

- Minimum 7 years of experience selling services into the hospitality and/or venue industries, with direct engagement at the executive committee level within hotel management groups, venue management companies, and/or ownership groups.
- Preferred experience selling audio-visual and event production solutions.
- Relevant adjacent experience considered, including sales of F&B, housekeeping, software/technology, environmental services, or other contract-managed services supporting hotels, resorts, and public assembly venues such as convention centers, stadiums, or arenas.
- Demonstrated success in acquiring and managing large accounts, with a track record of consistently exceeding sales targets.
- Deep understanding of the hotel and convention center industry, coupled with comprehensive knowledge of audiovisual and event technology solutions.
- Excellent communication and interpersonal skills, with the ability to build rapport and establish trust with clients at all organizational levels.
- Strong negotiation and presentation abilities, capable of effectively conveying complex technical concepts in a clear and compelling manner.
- Self-motivated and results-oriented, with a proactive approach to driving sales and achieving objectives.
- Exceptional organizational and time management skills, capable of prioritizing tasks and meeting deadlines in a fast-paced environment.
- Willingness to travel as required to meet with clients and attend industry events.

KEY CHARACTERISTICS

- **Relationship-Driven:** Naturally builds trust and long-term credibility with senior stakeholders and decision-makers.
- **Strategically Curious:** Seeks to understand ownership priorities, business models, and long-term value drivers before proposing solutions.
- **Persuasive & Influential:** Confidently shapes conversations and decisions through thoughtful dialogue rather than transactional selling.
- **Resilient & Persistent:** Maintains momentum and optimism through long sales cycles, setbacks, and competitive environments.
- **Commercially Minded:** Instinctively balances client value, profitability, and long-term partnership outcomes.
- **Adaptable:** Adjusts approach, messaging, and style to different stakeholders, property types, and market conditions.
- **Results-Oriented:** Focused on advancing opportunities and closing outcomes, not just activity or relationship building.
- **Credible Executive Presence:** Engages owners, asset managers, and C-suite leaders with confidence, professionalism, and sound judgment.

TOP PRIORITIES (first 6 months)

- Master the ON Services Value Proposition & Competitive Landscape
 - Quickly develop fluency in ON's AV and event technology offerings, service model, pricing approach, and competitive differentiation within hotels, resorts, and venues to position ON as a strategic operating partner.
- Build a Targeted Hotel, Resort & Venue Prospecting Strategy
 - Segment and prioritize ownership groups, management companies, hotels, resorts, and venues to create a focused named-account strategy aligned with long-term, contract-based opportunities.
- Establish Senior-Level Relationships with Owners & Operators
 - Proactively build relationships with owners, asset managers, management executives, and property leadership to gain early access, credibility, and influence in the decision-making process.
- Build a Qualified Pipeline & Advance Near-Term Opportunities
 - Drive disciplined prospecting and lead generation to build a qualified pipeline, advancing high-potential opportunities through discovery, proposal, and negotiation stages.
- Deliver High-Impact Presentations & Solution-Based Proposals
 - Present tailored, value-driven solutions that clearly articulate operational, revenue, and guest-experience benefits while translating technical capabilities into business outcomes.
- Close Near-Term Wins & Advance Long-Term Partnerships
 - Secure short-term, high-probability opportunities to drive early revenue while progressing strategic ownership and management relationships toward long-term partnership agreements.



Carmen Rodgers

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

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.

