

PRESIDENT & CEO

Visit Lauderdale | Broward County, FL





Greater Fort Lauderdale - Broward County

Never Lose Your Splash

Broward County is shaped by water and made for discovery. Cruise the waterways, settle into a beachside table, wander sunlit neighborhoods, or follow the day into art, music, and flavor. However you explore, the current always leads somewhere memorable.

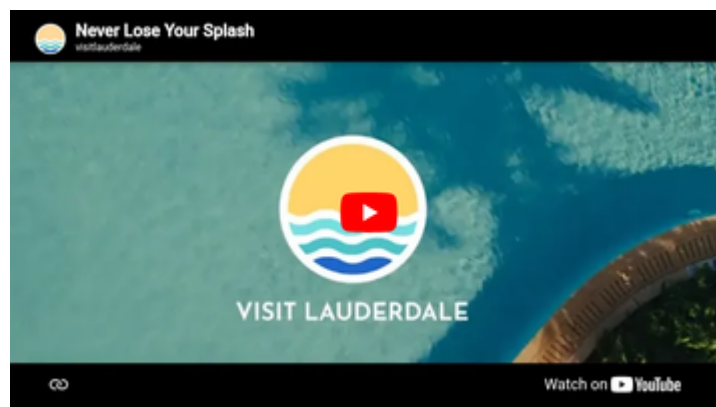
Broward County is packed with tons of attractions from the shore to the suburbs. Whether you want to embrace the great outdoors at the many [parks and natural wonders](#), the grand dame of them all being the Florida Everglades, snorkel or sunbathe along 24 miles of [beautiful beaches](#), or eat and drink your way around [world-class bars](#) and [restaurants](#), Greater Fort Lauderdale has plenty to offer in every [neighborhood](#).

Get your bearings and soak up the sights on a tour of your choosing by yacht, [Water Taxi](#), paddleboard, gondola, or bike. See why the County seat is dubbed the “Venice of America” while cruising along a small stretch of the 300 miles of inland waterways running through the area and eyeing mansions and superyachts on the iconic Millionaires’ Row along the way. Broward County has a vibrant business community and active sporting community with nearby professional sports teams, including the Miami Dolphins, Miami Marlins, Miami Heat, and Inter Miami CF, and is home to the two-time Stanley Cup champion Florida Panthers, who play at the County-owned Amerant Bank Arena. Broward County is also a multicultural destination with amenities filled with activities and events for all.

[Arts & Entertainment](#) [Attractions](#) [Events](#) [Meetings](#) [Nightlife](#) [Shopping](#)
[Spa & Wellness](#) [Sports & Recreation](#) [Tours & Sightseeing](#)

About Visit Lauderdale

Created by the Board of Broward County Commissioners in 1987, Visit Lauderdale - previously known as the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) - is a governmental agency funded by a portion of the tax on hotel rooms in Broward County. The Visit Lauderdale team promotes Broward County and the Greater Fort Lauderdale area as a premier year-round leisure and meeting destination.



POSITION SUMMARY

The President & CEO is responsible for managing the marketing of Greater Fort Lauderdale and Broward County. Formulating long-range goals for the organization, implementing policy, and serving as a valuable advisor to the Chief Executive of the County (County Administrator), as part of the Executive Team of the County.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serves as the chief executive and strategic leader of Visit Lauderdale, providing overall leadership, vision, and direction for the organization, its staff, and destination-wide tourism initiatives, reporting to the Chief Executive of the County (County Administrator).
- Leads and oversees destination sales, marketing, communications, partnership development, convention sales, tourism development, and brand strategy efforts designed to increase visitation, hotel occupancy, convention and meeting business, and economic impact for Broward County.
- Provides leadership and oversight for the organization's annual operating budget and financial resources, ensuring strong fiscal management, accountability, strategic investment, and alignment with County and organizational priorities.
- Serves as a visible ambassador and advocate for Greater Fort Lauderdale and Broward County at the local, regional, national, and international levels. Participates in industry organizations, including professional organizations, as a speaker on a variety of marketing and destination topics. Attends and represents the County at meetings, conferences, and trade shows.
- Builds and maintains strong relationships with hotels, tourism partners, municipalities, chambers of commerce, elected officials, community leaders, industry stakeholders, and Broward County leadership to advance the destination's tourism and economic development goals.
- Works collaboratively with the hospitality community to maximize convention, meeting, group, and event opportunities associated with the County's expanded convention center campus, which now features more than 1.2 million square feet of event space, including the new 65,000 sq. ft. waterfront ballroom, an expansive 6.5-acre outdoor plaza with a restaurant, and landscaping designed to create a parklike atmosphere. The expansion also includes the addition of an interconnected 801-room, 29-story OMNI-Fort Lauderdale headquarters hotel.
- Responds to media inquiries and requests for information, serves as spokesperson for the destination.
- Develops and implements strategic initiatives, performance metrics, and measurable goals to evaluate organizational effectiveness, tourism performance, market competitiveness, and return on investment.
- Monitors tourism industry trends, economic conditions, consumer behavior, and competitive destination strategies to ensure Visit Lauderdale remains innovative and competitive within the global tourism marketplace.
- Performs related work as assigned.

QUALIFICATIONS

- Requires a Bachelor's degree from an accredited college or university with major coursework in business, marketing, or a closely related field.
- Requires ten (10) years of progressively responsible managerial experience in the promotion and marketing of a municipality or destination, or closely related experience.
- Certified Destination Management Executive (CDME) certification or other relevant tourism, hospitality, destination marketing, leadership, or industry-related certifications are preferred.
- Proven expertise in convention sales, group sales, and destination demand generation.
- Experience leading in a large or similarly complex market; South Florida or Southeast regional familiarity preferred.
- Strong understanding of convention center sales strategy and countywide business development.
- Background in both leisure and group tourism marketing.
- Financial management and P&L/budget oversight experience.
- Crisis management experience.
- Track record of promoting destinations during peak periods/shoulder seasons.
- Existing tourism industry relationships and credibility within the DMO space.
- Experience building partnerships across multifaceted sectors, including hotels, municipalities, chambers, restaurants, and community stakeholders.
- Executive-level leadership experience as either a current CEO or a highly accomplished second-in-command.
- Exposure to diverse destinations and multicultural visitor markets.
- Experience leading organizational assessment, restructuring, and performance-driven cultures.
- Modern marketing, partnership development, and strategic planning experience.

COMPETENCIES

Business Insight

- Applies knowledge of business and the marketplace to advance the organization's goals. Maintains ample, up-to-date business and industry knowledge in order to make sound decisions for the organization. Understands the policies and other external factors affecting the organization.

Financial Acumen

- Interprets and applies key financial indicators to make better business decisions. Fosters accountability for making good financial decisions; provides guidance to help the team make astute decisions. Summarizes financial performance data and explains implications for the organization.

Balances Stakeholders

- Anticipates and balances the needs of multiple stakeholders. Regularly evaluates organizational capabilities and infrastructures and identifies how they can be improved to meet the needs of multiple stakeholders. Creates, embodies, and enforces an organizational culture in which people at all levels show the highest possible ethics and deep cultural sensitivity in their dealings with stakeholders.

Global Perspective

- Takes a broad view when approaching issues, using a global lens. Guides the organization to address issues using a broad global perspective, anticipating how other cultures/countries may react to their offerings and practices, adjusting approach as needed.

Strategic Mindset

- Seeing ahead to future possibilities and translating them into breakthrough strategies. Is a strong big-picture thinker; makes frequent, clear references to the organization's vision and strategy and the efforts required to drive them forward. Effectively integrates long-term opportunities and challenges with day-to-day activities.

Ensures Accountability

- Holds self and others accountable to meet commitments. Emphasizes accountability, measures organizational performance against goals, addresses poor team performance, and does not accept blaming others or excuses.

Builds Networks

- Effectively builds formal and informal relationship networks inside and outside the organization. Connects people with one another in ways that help advance the organization's goals. Collaborates with stakeholders. Has a presence in the wider industry and across various boundaries; is active in the conversations that shape the landscape.

Builds Effective Teams

- Builds strong identity teams that apply their diverse skills and perspectives to achieve common goals. Provides rich and targeted insight on establishing strong teams with the right mix of abilities and perspectives. Conveys team members' roles and goals in a compelling way that builds excitement and instills trust.

Drives Engagement

- Creates a climate where people are motivated to do their best to help the organization achieve its objectives. Generates commitment by appealing to people's values and goals. Creates a climate that makes work gratifying and enjoyable for employees. Regularly celebrates progress and successes to motivate the team.

Drives Vision and Purpose

- Paints a compelling picture of the vision and strategy that motivates others to action. Is a strong champion for the organization's vision; energizes people to commit to this long-term direction. Regularly and enthusiastically describes how people's efforts make a difference.

COUNTY CORE VALUES

All Broward County employees strive to demonstrate the County's four core behavioral competencies©.

- Collaborates: Building partnerships and working collaboratively with others to meet shared objectives.
- Customer focus: Building strong customer relationships and delivering customer-centric solutions.
- Instills trust: Gaining the confidence and trust of others through honesty, integrity, and authenticity.
- Values differences: Recognizing the value that different perspectives and cultures bring to an organization.

KEY CHARACTERISTICS

- Collaborative and partnership-oriented
- Transparent, approachable, and accessible
- Politically savvy with strong diplomatic skills
- Relationship-driven and consensus-oriented
- Visible and engaged leader who serves as the face and ambassador of the destination
- Strategic and forward-thinking
- Entrepreneurial, nimble, and open-minded.
- Inclusive leader who embraces diverse communities and perspectives.
- Strong communicator with excellent interpersonal skills.
- Team-oriented with the ability to coach, motivate, and develop staff.
- Accountability-driven with a focus on metrics and performance management.
- Professional, credible, and respected within the industry.
- Bridge-builder capable of aligning varied stakeholders and interests.
- Proactive and highly engaged with industry partners and the community.

TOP PRIORITIES

- Assess and strengthen the organization, leadership structure, strategic plan, budget, and overall performance metrics/KPIs.
- Build strong relationships and alignment with staff, hotels, municipalities, chambers, elected officials, tourism partners, and community stakeholders.
- Maximize the opportunity surrounding the County's expanded convention center and OMNI-Fort Lauderdale headquarters hotel through enhanced group sales, need-time strategies, and destination marketing efforts.
- Establish a clear vision and collaborative strategy for the future of Visit Lauderdale, including brand positioning, industry trends, community engagement, and long-term destination growth.



Kellie Henderson

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

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.

COMPENSATION AND BENEFITS

The annual salary range for this position is \$155,771.76 - \$248,612.45. The starting salary will be based on the qualifications and experience of the individual selected. The State of Florida does not have a state income tax.

The County's benefits include:

- Florida Retirement System (FRS) – Employees have the choice of two retirement plans: the traditional pension plan with eight years of vesting or the investment plan with one year of vesting. This position is eligible for Senior FRS status.
- Deferred Compensation – The County offers a voluntary 457 plan offered through three providers: Mission Square, Bright house Financial, and Nationwide Retirement Solutions. County matches up to a Board-approved amount per year.
- Flexible Spending Accounts– Eligible health expenses and dependent care accounts.
- Insurance Coverage – The County offers a variety of benefit plans that employees can purchase, including Health, Dental, Vision, Flexible Spending Accounts, Long Term Disability, and Prepaid Legal. The County subsidizes enrollment in Healthcare coverage and provides a waiver credit if applicable.
- Health Savings Accounts – When you elect either of the High-Deductible Health Plans (HDHP) and you and your enrolled spouse/domestic partner (if applicable) complete the County's Engagement Incentive, Broward County will contribute to your Health Savings Account.
- Vacation and Sick Leave – Leave is accrued biweekly for vacation and sick time; annualized at two weeks of vacation and 12 days of sick time; additionally, 40 hours of job-based leave is granted annually for employees exempt from overtime provisions of the Fair Labor Standards Act.
- Holidays – Eleven (11) holidays and two (2) personal days.
- Life Insurance – The County offers \$50,000 of group term life insurance. Employees can purchase additional life insurance for themselves and their dependents and spouse/domestic partner.
- Additional Benefits – Access to Credit Union, Employee Development, and Personal Income Protection Plans are available.

For additional information on benefits, please visit: www.broward.org/benefits