

# PRESIDENT & CEO

Visit Colorado Springs | Colorado Springs, CO





# Colorado Springs

Your COS Adventure Awaits

Colorado Springs offers the perfect blend of natural beauty and vibrant city life. With stunning mountain views, endless outdoor activities, and over 300 days of sunshine, it's a haven for adventure lovers. The city boasts a strong job market, top-rated schools, and a cost of living lower than many major cities. Whether you're raising a family or seeking a fresh start, Colorado Springs combines outdoor fun with a welcoming, laid-back lifestyle.

Colorado Springs offers a vibrant mix of outdoor adventure, culture, and family-friendly activities. Nestled at the foot of [Pikes Peak - America's Mountain](#), locals enjoy hiking trails at [Garden of the Gods Park](#), breathtaking views from the [Pikes Peak Summit Visitor Center](#), and mountain biking in [Red Rock Canyon](#) and [Palmer Park](#). For those seeking more laid-back fun, the region boasts charming downtown areas with [local shops](#), breweries and dining options. Families will love the [Cheyenne Mountain Zoo](#), [Cave of the Winds Mountain Park](#) as well as a long list of other [activities and attractions](#). Our vibrant [cultural landscape](#) includes live music venues, art galleries, and a long list of world-class museums. You'll find no shortage of things to do in our region, where the adventures range from mild to wild!

[Arts & Culture](#) [Casinos](#) [Family Fun](#) [Food & Drink](#) [History & Heritage](#) [Hotels](#) [Meetings](#)  
[Outdoors](#) [Neighborhoods & Areas](#) [Spas & Wellness](#) [Sports](#) [Tours](#) [Trains](#)

## About Visit Colorado Springs

Visit Colorado Springs is the premier marketing organization for Colorado Springs and the Pikes Peak region (El Paso, Teller, and Fremont counties).

Vision: Colorado Springs and the Pikes Peak region will be the leading U.S. destination for experiential travel, inspired by the majesty of Pikes Peak; iconic, accessible natural wonders; and the Olympic spirit.

Mission: We create economic vitality through memorable visits to the wonders of Colorado Springs and the Pikes Peak Region.

## Lifestyle - Move to Colorado Springs

Live, learn, work and play in Colorado Springs - Olympic City USA

Welcome to your elevated lifestyle. Discover relocation resources and information for moving to Colorado Springs [here](#).

# POSITION SUMMARY

The President & CEO for Visit Colorado Springs (VCOS) is responsible for leading daily operations of VCOS as well as the implementation of the policies and procedures set forth by the Board of Directors. The President and CEO is accountable to the Board of Directors concerning all aspects of the performance of his/her duties and responsibilities, and those of the staff.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manages and administers policies, procedures, and programs approved by the Board of Directors. Responsible for promoting the community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.
- Directs the internal staffing and human resources operations of VCOS to include applicant screening, hiring, salary guidelines, determination of job functions, delegation of work assignments, evaluation, discipline, and termination.
- Is charged with maintaining members of the Board and its committees, i.e., Finance, by working with the chair to recruit and assign individuals as they see fit.
- Develops and administers general policies of VCOS' daily operations, including, but not limited to, hours of operation, organizational plans and lines of authority, methods of documentation and reporting, benefit administration, staff support requirements, staff development and education requirements, etc., updates and implements an employee annual survey and handbook.
- In conformance with measurable key performance indicators (KPIs) and related strategies of the yearly marketing plan and strategic roadmap, supports the team that attends travel/trade shows to create and develop new convention and tourism sales.
- In conformance with measurable key performance indicators (KPIs) and related strategies of the yearly marketing plan and strategic roadmap, supports the team that develops annual advertising programs, official vacation planner, social media, public relations programs, podcasts, and website enhancements.
- Provides oversight for the solicitation of new partnerships and renewals and assists in developing partner policy and dues structure.
- In conjunction with the Board chair, develops agendas for engaging Board meetings, provides brief reports on the status of all pertinent projects and programs.
- Prepares an operating budget for approval by the Board of Directors, presents the approved budget to City Council, and initiates Board review of new programs or program changes that may affect the operating budget.
- As a building owner, is responsible for tenant relations and future improvements in leasing office space at 7 East Cimarron Street.
- Generates and enhances community support of VCOS' mission, city brand, and public service by maintaining a high public profile through public appearances and through serving on volunteer boards and committees that serve to enhance tourism and or the city at large.
- Maintains a positive working relationship with the City of Colorado Springs' City Council, Mayor, and staff, El Paso, Fremont, and Teller Counties, State of Colorado, and other jurisdictions that may be added to VCOS' mandate in the future, and the legislature and governing organizations of the state of Colorado. Provides a bi-annual update to the City Council and the El Paso County Commissioners on KPI achievements.
- Performs other duties and responsibilities which may be assigned by the Board of Directors.

## QUALIFICATIONS

- Leadership experience within the travel, tourism, hospitality, event, or an adjacent industry is required for this role, with Destination Marketing Organization / Convention & Visitors Bureau leadership experience preferred.
- The position of President and CEO requires graduation from a four-year accredited college or university with a major emphasis in a related field, OR equivalent progressively responsible work experience within the travel, tourism, hospitality, event, or adjacent industries.
- Build and sustain a high-performing, collaborative, mission-driven organizational culture that attracts, develops, and retains exceptional talent.
- He/she must bring experience managing the marketing and communication functions for a medium-sized business, not-for-profit organization, or public entity.
- Fiscal experience managing a budget is required, with a preference for experience identifying and implementing alternate sources of funding.

## QUALIFICATIONS (CONT.)

- Partners with Board leadership to support governance, board development, committee engagement, and strategic planning initiatives.
- The President and CEO is expected to bring strong business acumen, fully knowledgeable of contemporary business management practices, budgeting, principles of accounting, advertising/public relations strategy and management, human resource management, and public administration practices.
- The President and CEO is required to be experienced with internal team leadership, having led teams, skillful at managing personnel, and providing proper leadership and mentorship.
- He/she must be effective at oral and written communication with diverse groups of people representing wide ranges of socio-economic backgrounds.
- As the primary spokesperson for Visit Colorado Springs, the President and CEO must be an effective and skilled communicator, proficient at articulating the image and purposes of the organization through speeches, presentations, and media interviews.
- In line with an overall responsibility to protect the image and reputation of VCOS, the President and CEO will conduct him/herself in a manner which merits public trust and support.

## KEY CHARACTERISTICS

- Innovative
- Collaborative
- Courageous & Bold
- Highly Accountable
- Consensus Builder
- Politically Savvy
- Visionary
- Excellent Communicator & Presenter
- Relationship-driven
- Genuine & Authentic
- Financially Astute
- Passionate

## TOP PRIORITIES

- Lead efforts to evaluate and secure sustainable long-term funding strategies that strengthen Visit Colorado Springs ability to fulfill its mission and expand destination marketing impact.
- Evaluate the organization to include getting to know the team members, roles, responsibilities, budgets, strategic plan, and sales & marketing initiatives, and make recommendations to the Board of Directors.
- Establish credibility & build relationships within the community with key stakeholders, board members, elected, city, county and state officials, members and local community organizations.
- As a key community leader in the region, immerse yourself in the community dynamics to ensure a seat at the table for all critical dialogue and decision-making.
- Prepare a plan to educate the community on the value of tourism through local advocacy and increased awareness.
- Serve as a unifying leader within the Colorado Springs tourism ecosystem by fostering alignment and strategic partnerships among destination stakeholders, including attractions, sports organizations, cultural institutions, chambers of commerce, economic development organizations, hospitality partners, military installations, and local governments, to enhance the region's competitiveness and visitor economy.



**Nicole Newman**

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

**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.**