

DIRECTOR, BUSINESS EVENT SALES

VisitPITTSBURGH | Pittsburgh, PA





Pittsburgh

Forge Your Next Adventure in Pittsburgh

Pittsburgh was forged in fire, but today we're constantly creating new experiences. Our [festivals](#) make our neighborhoods come alive in color and culture. Our [world-class productions](#) in the Cultural District spark. Our fan-friendly [sports events](#) ignite your pride. Our [distinct four seasons](#) ensure every visit is unique, and our award-winning [culinary scene](#) will make you stop mid-bite. Sip [locally crafted beverages](#). Explore [renowned museums](#). And discover something unexpected around every corner. You may want to [extend your trip](#) by a day or two. Trust us, we understand.

[Family Fun](#) [Health & Wellness](#) [Neighborhoods](#) [Outdoor Adventure](#) [Shopping](#) [Tours & Sightseeing](#)

The Future of Meetings

Pittsburgh offers a fantastic selection of unique venues to host your next event. From the [David L. Lawrence Convention Center](#) and our world-class hotels, to our exceptional outdoor offerings like the [Gateway Clipper Fleet](#) and [The Frick Pittsburgh](#), and more, the [perfect fit](#) for your next event is in Pittsburgh.

Located in the heart of Downtown Pittsburgh, the stunning, environmentally friendly David L. Lawrence Convention Center features 313,000 sq. ft. of exhibit space, 53 meeting rooms, and a 31,000 sq. ft. ballroom.

About VisitPITTSBURGH

VisitPITTSBURGH is the tourism development organization dedicated to expanding the tourism economy across Allegheny County. The organization generates positive economic impact across the tourism verticals of business events, sports, and leisure travel. VisitPITTSBURGH achieves its goals, including ensuring the region has certain economic benefits through the combined efforts of all team members throughout the organization.





POSITION SUMMARY

VisitPITTSBURGH generates real economic impact for Pittsburgh, and the Director, Business Event Sales is one of the key people who makes that happen.

Reporting to the EVP, Business Events & Destination Services, this leader develops and drives strategies to bring state, regional, national, and international conventions and tradeshow to Pittsburgh. You'll lead a team of 4-6 sales professionals, including National Sales Directors, National Sales Managers, and Executive Meeting Manager, own a designated territory including citywide and key accounts, and serve as a compelling ambassador for Pittsburgh on the national stage.

This is a full-time, exempt position operating on a hybrid schedule with a minimum of 3 days per week in the Pittsburgh office. Given the nature of the role, flexibility to be on-site or traveling more frequently is expected and embraced.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategy & Sales Leadership

- Develop and execute sales strategies in partnership with the EVP to attract conventions and tradeshow of all sizes to Greater Pittsburgh.
- Own individual sales goals while actively supporting and contributing to the overall team's success in achieving collective targets.
- Manage a dedicated sales territory that aligns with your market expertise and skill set (e.g., Midwest, East Coast - DC, VA, MD, or other large territories), with a focus on citywide conventions (1,300+ rooms on peak and above).
- Make direct sales calls, deliver formal presentations, and craft compelling bids that position Pittsburgh as a must-consider destination.
- Identify and cultivate relationships with key stakeholders in local, regional, and national organizations who can influence where their events are held.
- Attend industry conferences and trade shows nationally and internationally to promote Pittsburgh and build a pipeline.

Team Development

- Lead, coach, and develop a team of 4–6 sales professionals, guiding performance and growth across the full employee lifecycle.
- Train team members on prospecting tools (including MINT and IDSS databases), partner engagement, and best-in-class sales practices.
- Foster a high-performance culture that's collaborative, accountable, and motivated to win business for Pittsburgh.

Partnerships & Community

- Build and maintain strong relationships with hotel partners and the David L. Lawrence Convention Center.
- Plan and personally lead familiarization tours and site inspections for meeting planners.
- Collaborate with local stakeholders on economic development and community partnerships.
- Participate in local and national professional associations to raise Pittsburgh's profile as a premier meeting destination.
- Contribute to the Business Events marketing plan, budget, and promotional materials.

QUALIFICATIONS

- 5-7 years of progressive sales/leadership experience in convention sales, large convention hotel, or convention destination environment, with a demonstrated track record of closing complex, multi-stakeholder deals.
- A Bachelor's Degree is preferred.
- Proven experience leading and developing a sales team, including performance management, coaching, and goal-setting.
- Strong ability to research, build, and convert a pipeline of convention and tradeshow prospects at the state, regional, national, and international level.
- Skilled presenter and communicator, comfortable delivering formal bids and pitches to senior decision-makers.
- Highly organized with the ability to manage multiple accounts, deadlines, and priorities simultaneously.
- Familiarity with CRM and prospecting tools; experience with MINT or IDSS databases is a plus.
- Proficiency in Microsoft Office Suite (Word, Outlook, PowerPoint, Excel).
- Willingness to travel domestically and internationally; valid U.S. driver's license required.
- Availability to occasionally work evenings, weekends, or holidays as event schedules require.
- PDM (Professional in Destination Management) certification is a plus, but not required.

KEY CHARACTERISTICS

- A data-driven "storyteller" with hotel experience to complement the team's background.
- Lead the team to engage with a new generation of hoteliers.
- Bring a new perspective on building leadership to the team, engage with the hotel community, and excel at collaboration and leading discussions.
- Enjoy dissecting and living in data to place Pittsburgh as the top destination for association and corporate business.
- A strong network in the hospitality community.

TOP PRIORITIES

- In the first 6 months, you will conduct a needs assessment with the team, engage with hotel and city partners, and build relationships and become passionate about Pittsburgh's history and unique identity.
- Lead and manage the department to allow senior leadership to focus on broader organizational initiatives.
- Lead discussions with key stakeholders, customers, and community.



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

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.