DIRECTOR OF GROUP SALES

Visit Napa Valley | Napa, CA



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Napa Valley

The good life is calling

Whether you call it a splurge, a treat, or just a Tuesday, Napa Valley invites indulgence at every level. Napa Valley is one of the most bucolic-centric, eco-luxurious places to visit in the world. So, keep it simple or take it up a notch; either way, you'll know that you're experiencing the very best life has to offer. And getting a true taste of the good life.

Explore our wide open outdoor spaces in almost perfect weather, shop charming local boutiques, soak up arts and culture, and find walking tours and activities to create your perfect wine country escape at any price point.

Arts & Culture **Bike Tours** **Events** **Golf** **Heritage & History** **Hiking** **Hot Air Balloons**
Live Music & Entertainment **Outdoors** **Restaurants** **Shopping** **Spas & Wellness** **Wineries**

About Visit Napa Valley

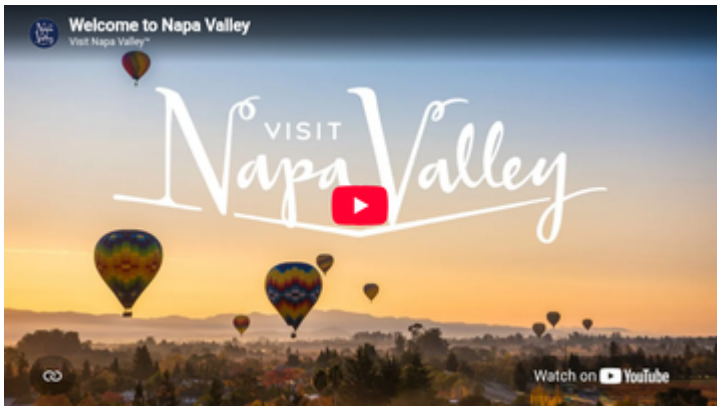
Visit Napa Valley® is the official destination marketing and management organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live and work. Primary funding for our activities and programs comes from a Tourism Improvement District (TID) special assessment on overnight lodging guests. Additional funding is provided through partnerships with visitor-serving businesses throughout Napa County, and retail sales in the Napa Valley Visitor Center.

Our vision is to elevate Napa Valley as the worlds premier wine country experience. Our mission is to promote, protect and enhance the Napa Valley destination.

Our Values

We purposefully attend to our Culture of Excellence by living Visit Napa Valley's core values in terms of how we communicate, carry out our work, and when engaging with our visitors, partners, and each other.

- Leadership
- Transparency
- Respect
- Collaboration
- Accountability
- Authenticity
- Sustainability





POSITION SUMMARY

The (Sr.) Director, Group Sales builds and leads Visit Napa Valley's group and meetings sales function, driving group room night leads and economic impact for Napa Valley. This role defines the priority markets, goals, and staffing needed to grow that business, and manages the Manager, Group Sales, along with any deployed or contracted sales resources. The Director sets the strategic direction for the group sales function, primarily corporate meetings, incentives, and C-suite executive travel, establishing goals, KPIs, and deployment strategy, while remaining hands-on in the California market. The Director coaches the team on proactive sales strategy and tactics, manages relationships with key stakeholders across the hotel and destination sales community, and brings executive-level market intelligence and ROI thinking to Visit Napa Valley's annual planning and budget process.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Sales Strategy: Define priority group markets and segments and set annual group sales goals, KPIs, and deployment strategy in partnership with the Vice President, Marketing & Sales
- Proactive Prospecting & Lead Generation: Actively prospect new group business and manage high-profile accounts, while executing and teaching proactive sales tactics, prospecting, lead generation, site visits, and trade show/sales mission participation, across the team.
- Team Building & Performance: Assess market opportunity and recommend team structure, staffing, and deployment, including contracted representation, as the group sales function grows; recruit, train, coach, and evaluate the Manager, Group Sales, and any deployed resources; set individual and team production goals for group room nights, leads, and definite bookings, and report results on a regular cadence.
- Relationship Management: Build and maintain relationships with meeting planners, third-party planners, hotel partners, and destination management peers to drive group business to Napa Valley.
- Partner & Community Alignment: Partner with hotels to align sales efforts and resolve conflicts, representing Napa Valley's collective interests as a DMO; manage and evaluate any contracted or deployed sales representation for accountability to goals and ROI.
- CRM & Reporting: Oversee use of the CRM/sales database to ensure accurate lead tracking, account management, and reporting across the team.
- Industry Presence & Cross-Functional Collaboration: Represent Visit Napa Valley at industry trade shows, sales missions, FAM tours, and client events, and partner with Marketing and Data Insights to align sales strategy with broader destination marketing initiatives.
- Market Intelligence & ROI: Meet regularly with senior leadership and Data & Insights manager to update strategy and tactics.
- Executive Strategic Leadership: Synthesize hotel partner feedback, market intelligence, and group sales performance into strategic priorities and staffing recommendations; prepare and present executive-level recommendations that support Visit Napa Valley's annual planning and budgeting process.
- Budget: In partnership with VP Marketing & Sales and Director, Sales, manage the group sales budget, including trade shows, sales missions, and client events.
- Approvals: All outgoing content and communications follow standard practices and require supervisor approval.

Leadership Expectations

As a leader within the sales team, the Director should demonstrate the ability to:

- Build strategic relationships with key senior-level hotel sales leaders across Napa Valley's hotel and venue partners.
- Understand the economic drivers influencing the destination's group and meetings business.
- Translate complex market data into meaningful group sales strategy and business insights.
- Establish measurable ROI expectations for group sales and marketing investments.
- Confidently identify strategic priorities, team structure, and staffing needs based on data and stakeholder intelligence.
- Present executive-level recommendations that inform organizational planning, budgeting, and resource allocation.

QUALIFICATIONS

- Bachelor's degree in Business, Hospitality Management, Sales, or equivalent experience, plus 7–10+ years of progressive hotel sales experience; destination sales or a multi-property/national sales office background preferred, with tourism, or DMO/CVB experience a plus.
- Proven experience building, leading, and managing a sales team, including contracted sales representatives, with a track record of setting sales goals, KPIs, and deployment strategy, and reporting on performance.
- Strong background knowledge of the hotel group and meetings sales cycle, including sourcing
- Proficiency with CRM systems (e.g., Simpleview), sales tools (e.g., CVENT), and Microsoft Office Suite, and metrics (e.g., STR).
- Exceptional written and verbal communication, negotiation, and presentation skills; politically astute and an effective brand ambassador at every touchpoint.
- Proven ability to build relationships with internal stakeholders and external partners, including industry peers, hotel partners, and meeting planners, and to manage up without ego.
- Willingness and ability to travel for trade shows, sales missions, and client events; a positive mindset that sees opportunity in every challenge.
- Entrepreneurial mindset with experience, or strong interest in rebuilding the sales function, including defining markets, structure, and staffing needs.



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

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