VICE PRESIDENT, EXHIBIT SALES

Expo Convention Contractors | Hybrid



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Expo Convention Contractors

Expo Convention Contractors, Inc. (Expo) is a full-service General Contractor for Tradeshows, Exhibitions, Conventions, Meetings, and Events.

Serving the Americas from Miami, California, Orlando, Las Vegas, and Medellin, Expo manages a wide range of projects annually across various industries and budgets. Expo offers comprehensive in-house services, including floor plan development, exhibit design and fabrication, rentals, graphic design and printing, material handling, seamless logistics, and personalized exhibitor services with an online ordering platform.

These capabilities enable us to provide consistent quality and personalized support while leveraging strategic partnerships to deliver exceptional results. Over the years, Expo has earned the trust of America's largest firms, as well as small businesses, associations, and educational groups, by consistently meeting their unique needs with reliability and expertise.

Family-owned and operated, Expo's 30 years of experience have built a reputation for reliability, fair pricing, and a client-centered approach. We are committed to helping organizations of all sizes showcase their brand with maximum impact through innovation, creativity, and flawless execution. At Expo, we are proud to be large enough to deliver exceptional results yet small enough to provide personalized service.

- Our Vision: Large enough to be exceptional, yet small enough to be personable.
- Our Mission: To support all companies in showcasing their brand for maximum exposure through innovation, creativity, and flawless planning. We strive to be a company that employees want to work for, vendors want to engage, and customers want to work with.
- Our Values: Commitment, Accountability, Courage

What We Do

Conferences Corporate Events Custom Exhibits Solutions Trade Shows & Conventions

Our Expertise

- +3,251 Projects Executed
- +1,500 Events
- +500 Exhibits Activated
- Explore our projects here



POSITION SUMMARY

Expo Convention Contractors (Expo CCI) is seeking a visionary, strategic, and revenue-driven Vice President of Exhibit Sales to lead the national growth of its custom exhibit business. This role is responsible for developing and executing a national sales strategy that positions Expo CCI as a premier provider of high-end custom exhibits and branded environments, while building the people, systems, and processes that support sustained, profitable growth.

Based in Orlando, the Vice President will lead the custom exhibit sales team as a player-coach. The role sells alongside the team and models a proactive, new-business mindset, and it develops a culture that is proactive, accountable, collaborative, and committed to long-term growth. The Vice President will also bridge the Orlando operation with the Miami headquarters and all other facilities to create one unified national custom exhibit sales organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Leadership

- Develop and execute a national growth strategy for Expo CCI's custom exhibit business.
- Position Expo CCI as a premier custom exhibit provider throughout North America, South America, the Caribbean, and strategic international markets.
- Identify new market opportunities, industry trends, and strategic partnerships that support long-term growth.
- Build a scalable sales organization capable of supporting Expo CCI's long-term revenue objectives.

Business Development

- Generate new national business opportunities through personal selling and team-driven strategies, while strengthening existing client relationships.
- Build and maintain a growing portfolio of strategic clients, lead new business development initiatives, including new business development training and processes, prospecting strategies, networking efforts, and executive-level client relationships.
- Develop campaigns and sales initiatives that expand Expo CCI's market presence.

Sales Leadership and Team Development

- Create a proactive sales culture that balances maintaining and growing existing accounts with pursuing new business, rather than relying on inbound leads.
- Coach, mentor, and develop the National Exhibit Sales team, leading by example as a working player-coach.
- Recruit and develop high-performing sales professionals who align with Expo CCI's culture and values, and grow the team as the business scales.
- Build a strong leadership bench and develop future sales leaders through coaching, accountability, and continuous development.
- Foster a culture of ownership, collaboration, innovation, and professionalism where the team wins together.

Operational Excellence and Innovation

- Standardize sales processes for both new business development teams and account management teams, including prospecting and qualification procedures, pricing strategies, proposal standards, forecasting, account growth processes, and pipeline management.
- Drive CRM adoption and ensure every opportunity moves through a disciplined, measurable sales process.
- Build reporting dashboards that provide visibility into performance and opportunities.
- Use CRM technology, AI tools, and automation to improve efficiency, client engagement, and profitability.

ESSENTIAL DUTIES AND RESPONSIBILITIES (CONT.)

Cross-Department Leadership

- Strengthen collaboration between the Orlando facility, the Miami headquarters, and all facilities and teams.
- Partner closely with Design, Production, Operations, Account Management, Marketing, and Executive Leadership so that projects are sold accurately, produced efficiently, and executed profitably.
- Break down departmental silos by promoting teamwork, communication, and shared accountability.

Customer Strategy and Financial Accountability

- Position Expo CCI as a strategic business partner, not simply an exhibit builder, and educate clients on its complete portfolio of products and services.
- Build long-term, executive-level partnerships that increase customer retention and recurring revenue.
- Protect margins through disciplined pricing and profitable sales practices so that all projects meet Expo CCI's profitability standards.
- Balance revenue growth with operational capacity and execution quality.

QUALIFICATIONS

- Proven success selling high-end custom exhibits and branded environments. Sales leaders from general service contracting, experiential, or related segments will be considered if they have meaningful hands-on custom exhibit experience.
- Demonstrated success leading and growing a sales team. A track record of results matters more than years in a leadership seat.
- Track record of generating new business and growing revenue through proactive prospecting and strategic account development.
- Willingness and desire to carry personal sales responsibility as a player-coach while leading the team.
- Experience building or improving sales processes, including CRM use, pipeline management, forecasting, and pricing discipline.
- Strong executive-level relationship-building skills and a consultative, partnership-focused selling approach.
- Collaborative leadership style with the ability to work across design, production, and operations teams and across multiple locations.
- Coaching-oriented leader who motivates through accountability, empowers the team, and shares credit for wins.

KEY CHARACTERISTICS

- Custom exhibit sales experience. A proven track record selling high-end custom exhibits and branded environments. Leaders who now sell in general service contracting, experiential, or related segments are a fit if they bring meaningful hands-on custom booth experience.
- Demonstrated team leadership. A successful history of leading a sales team. Results matter more than tenure, and a leader with three or four strong years of team leadership will be considered alongside someone with twenty.
- Leads by doing. A true player-coach who earns buy-in by selling alongside the team rather than directing from the sidelines, and who is comfortable carrying personal revenue responsibility while developing others.
- Hunter's instinct, farmer's discipline. Builds and executes strategies to win net-new national business while protecting and expanding existing client relationships.
- Positive under pressure. Stays steady and solution-oriented when deadlines and stakes run high, and keeps the team focused on what is possible.
- Accountability that motivates. Holds a high standard in a way that energizes people rather than tears them down.
- Coaches, then trusts. Teaches, sets people up to succeed, and then gets out of the way. Treats mistakes as coaching opportunities. Not a micromanager and not a know-it-all.

KEY CHARACTERISTICS (CONT.)

- Team-first mindset. Believes the team wins together and lets salespeople own and celebrate their wins. A servant leader with a hospitality mindset who is willing to dig in and do the work.
- Builder's mentality. Excited to help build processes and infrastructure in a growing organization, and motivated by the chance to be part of a company's rise rather than inheriting a finished system.
- Thrives with autonomy. Comfortable making decisions in a lean, entrepreneurial environment with minimal red tape.

TOP PRIORITIES (FIRST 6 MONTHS)

- Learn the people, capabilities, and current processes. Invest the early months in understanding Expo CCI's team, its in-house capabilities, and how custom exhibit sales currently run from first conversation to delivery.
- Connect across Orlando, Miami, and partner departments. Get to know the Orlando sales team, the GM, the Miami headquarters, and the Design, Production, Operations, and Account Management teams, and become part of the collaborative network that makes every sale possible.
- Contribute revenue from the start. Begin building a personal pipeline of new national opportunities, setting the example for proactive business development and starting to model how the team can generate its own opportunities rather than relying on inbound leads.
- Begin coaching the team. Once grounded in the business and the people, start mentoring the sales team toward a balance of account management and new business development, building individual development plans along the way.
- Assess and recommend improvements. Bringing outside experience to bear, identify the gaps standing between today's process and a scalable national sales organization (qualification, pricing, proposal standards, CRM use, pipeline management, and forecasting), and recommend a thoughtful, phased plan for improvement rather than wholesale change.
- Shape the national growth strategy. Lay the groundwork for a national custom exhibit growth plan, including target markets and accounts, team structure, and future hiring needs.



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

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