CHIEF SALES OFFICER

Visit Cincy | Cincinnati, OH



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CINCINNATI

Where Cultures Unite

Welcome to the Cincy Region - where Cincinnati's midwestern, urban vibrancy meets Northern Kentucky's southern charm & funky flavors. Our cultures collide, creating wildly different, yet easily accessible experiences for your next getaway.

Cincy Region Neighborhoods - One of a Kind Neighborhoods in Cincinnati and Northern Kentucky
The Cincy Region is a vibrant tapestry of communities, each weaving its own unique story through the streets of over 50 neighborhoods in Cincinnati and the charming cities of Northern Kentucky.

From the contemporary cuisine to Bourbon and craft beer heritage to iconic professional sports teams to one-of-a-kind attractions to vibrant arts culture to the cherished culinary traditions that echo the area's rich heritage–experience every corner of Cincy offering a distinct flavor of life. Take a drive. Take a walk. Explore somewhere new and discover all that's within reach in Cincy.

North West East The Corridor in NKY Downtown Uptown Florence Newport Covington

Things To Do
The Cincinnati Reds, Skyline Chili, museums, the Cincinnati Ballet, craft beer, bourbon, the list goes on. Depending on who you ask, the Cincy Region is known for a lot of things. More importantly, there's an abundance of things to do in Cincy.

Whether you're on a mission to meet our beloved Fiona at Cincinnati Zoo & Botanical Garden, cheer on the home team at Great American Ball Park, explore Mainstrasse Village, seek inspiration from the vibrant art and music scene, taste your way through Over-the-Rhine's unique eateries and breweries, museums and more, it's easy to fill your days in Cincy. Cincy Culture is everywhere, and you've just gotta be here to see it, taste it, revel in it.

Attractions Arts & Culture Family Fun Outdoor & Recreation Events Bars & Nightlife Downtown Shopping

About Visit Cincy
Visit Cincy is a destination marketing organization that drives travel to create ongoing economic impact and vitality for the Cincy Region's people, businesses, and communities in which we serve.

Whether for leisure travelers or meeting professionals, Visit Cincy promotes distinctively memorable experiences that attract, delight, and connect people to the diverse heritage, rich history, deep culture, and values that are uniquely Cincinnati.

Our overall goal: supporting the residents of the Cincy region through increased tax revenue and direct spending in area businesses by visitors, meeting planners, and convention goers. This goal is accomplished through strategic sales, marketing, event services, destination leadership, diversity and inclusion initiatives, and tourism industry engagement strategies.



POSITION SUMMARY

The Chief Sales Officer leads Visit Cincy's conventions, meetings, and sports sales efforts and is accountable for stabilizing and growing future event and hotel room night booking pace. The immediate priority is a disciplined, venue-specific sales plan for First Financial Center and Sharonville Convention Center that rebuilds a reliable pipeline, converts qualified opportunities into definite business, and aligns booked events with hotel participation and destination capacity. The Chief Sales Officer leads the sales team, works directly with customers and partners, and gives the President and CEO clear forecasts and timely recommendations.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Own annual and multiyear sales plans for First Financial Center and Sharonville Convention Center, with separate demand targets, target segments, need periods, lead strategies, and booking pace milestones for each venue.
- Assess historical, current, and future definite and tentative bookings by event date. Identify pace gaps early, build recovery plans for open dates and soft years, and report progress against agreed baselines and targets.
- Lead prospecting, account development, bid strategy, site visits, contract progression, and customer relationships for conventions, meetings, trade shows, and other appropriate group business.
- Set and deliver measurable goals for qualified leads, pipeline value, conversion, definite events, room nights, and economic impact where reliable data is available. Use consistent definitions and avoid counting tentative business as definite.
- Maintain a credible sales forecast by venue, market segment, and future year. Review opportunity stages, decision dates, probability, lost business, and displacement considerations; take corrective action when conversion or pace falls behind.
- Build productive working relationships with the management teams of First Financial Center and Sharonville Convention Center, hotel leaders, and event partners to coordinate availability, pricing, room blocks, proposals, and customer commitments.
- Address hotel block and rate barriers with partners; document recurring obstacles, develop workable solutions, and escalate issues that put convention bids or booked business at risk.
- Lead, coach, and evaluate sales and convention services staff. Assign accounts and territories, establish individual goals, develop talent, and create a culture of customer service, accountability, and ethical selling.
- Oversee sales operations, CRM discipline, lead response, proposal quality, sales travel, trade show participation, and the sales budget. Direct resources toward opportunities with the strongest fit and return.
- Provide concise, regular reports to the President and CEO and board leadership on booking pace, pipeline health, wins and losses, hotel participation, risks, and actions underway.
- Provide strategic oversight of sports development in partnership with the Cincinnati Regional Sports Commission, aligning event opportunities with regional priorities and monitoring progress, partner coordination, and results.
- Align leisure sales and niche account sales, including film production and other priority markets, around measurable strategies that generate overnight visitation and hotel room nights across the region.

QUALIFICATIONS

- Bachelor's degree or equivalent relevant experience; substantial progressive experience in convention, destination, hotel, venue, or related group sales, including senior team leadership.
- Demonstrated success building future group business, improving conversion, negotiating complex bids, and working across convention centers, hotels, and destination partners.
- Ability to analyze booking pace and pipeline data, develop practical forecasts, and translate results into sales priorities and executive reporting.
- Ability to travel and work evenings or weekends as business needs require.

COMPETENCIES

- Communication - Communication refers to the ability to inform orally and in writing, with clarity and good effect. It means to understand clearly and quickly when instructions or orders are received. It means judgment about what information is important and what is not, and what should be communicated, how, to whom and when.
- Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Ability to think strategically, set short, mid and long-range goals, implement plans, manage projects, perform analysis, and make recommendations to key leadership and executive staff.
- Organization - Refers to the ability to manage multiple projects; able to determine project urgency in a practical way; uses goals to guide actions; creates detailed action plans; organizes and schedules people and tasks effectively.
- Professionalism - Presents oneself in a professional manner; Shows respect towards others; Consistently places needs of customers first; Displays honesty and integrity both inside and outside the workplace. Identifies customers' needs and explains services clearly. Handles difficult situations.
- Directing Others - Is good at establishing clear directions. Sets stretching objectives. Distributes the workload appropriately. Lays out work in a well-planned and organized manner. Maintains two-way dialogue with others on work and results. Brings out the best in people. Is a clear communicator.
- Impact and Influence - Refers to the ability to pursue and wins support for ideas. Displays ability to influence key decision-makers. Achieves win-win outcomes. Uses authority appropriately to accomplish goals. Addresses divergent opinions.
- Leadership - The CSO will have exceptional capacity for managing and leading people; a team builder who has experience in scaling up organizations; ability to connect staff both on an individual level and in large groups, capacity to enforce accountability, lead from the top down, cultivate entrepreneurship, and learn the strengths and weaknesses of the team so as to put people in a position to succeed.

KEY CHARACTERISTICS

- Strategic
- Competitive
- Positive
- Innovative
- Fearless
- A proven change agent

TOP PRIORITIES

- Strengthen Strategic Partnerships: Build and deepen relationships with key regional stakeholders, including the hotel community, First Financial Bank Convention Center, Sharonville Convention Center, community partners, and other strategic organizations critical to Cincinnati's continued growth as a convention and meetings destination.
- Lead the evolution of the sales organization toward a more proactive, results-driven culture focused on aggressively pursuing new business, expanding market opportunities, and maximizing the potential of Cincinnati's newly renovated convention center and growing hospitality assets.
- Assess the current sales incentive structure and develop a plan that effectively motivates performance, rewards results, and aligns the sales team around Visit Cincy's business goals and priorities.



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

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