GLOBAL HEAD, BUSINESS EVENT SOLUTIONS

Maritz | St. Louis, MO



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Maritz

Engaging People, Elevating Performance

Maritz is a leader in crafting experiences that engage and inspire. We are committed to helping our clients unleash their potential through innovative solutions and a deep understanding of their unique needs.

At Maritz, we believe in engaging people and elevating performance. Our approach starts with listening to our clients, understanding their goals, and building tailored programs that drive them towards success. We harness the power of data-driven, people-focused solutions to create value both today and in the future.

Our offerings span across business events solutions, automotive solutions and engagement solutions (channel partner engagement, loyalty rewards, employee rewards, and sales incentives). We design experiences that not only meet but exceed expectations, ensuring that our clients achieve their desired outcomes.

AUTOMOTIVE
Retail Performance Agency

SALES INCENTIVES
Sales Incentive Programs

BUSINESS EVENTS
Corporate Meetings, Incentive Trips, Association and Tradeshows

EMPLOYEE REWARDS
Reward Fulfillment for Employee Recognition Programs

CHANNEL PARTNER ENGAGEMENT
Channel Incentive and Loyalty Programs

LOYALTY REWARDS
Reward Fulfillment for Consumer Loyalty Programs

We design engaging solutions that inspire people and businesses to drive better business results.

Solutions Industries Resources

Elevating Business Events

From concept to execution, we incorporate experience design with data insights that help people come together to strategize, connect and create impactful, unforgettable business events like no other.

Why Do Our Employees Love It Here?

Our people–first focus isn't just talk. We bring it to life in everything we do. "Unleashing human potential" is a driving force behind our work and our culture.

Spirit of Excellence
We inspire each other to seek deeper understanding of our clients' perspective and challenges and of each other – fostering growth, innovation and continuous learning and improvement.

Community Driven
We are committed to ethical practices and contributing to our communities both in and out of the offices.

Transparency
We openly communicate about company strategies and priorities, keeping our people informed and engaged.

Company Culture
We provide healthy work environments and support employee growth. Plus, we're fun! We make work enjoyable.



Living in St. Louis

The Confluence of Everything

Many people's knowledge of St. Louis begins and ends with the iconic Gateway Arch. However, according to Greater St. Louis, Inc., this world-renowned monument serves as a gateway to the region's unexpected diversity, encompassing vibrant communities, rich cultures, varied values, dynamic industries, and even a surprisingly varied geography within this distinctive Midwestern city. Even lifelong residents often find themselves continually amazed by new discoveries within their own hometown.

St. Louis boasts an abundance of green spaces, art in every direction, and communities of all kinds. Beyond these features, the city is celebrated for its inventive culinary and brewing scenes, historic neighborhoods, thriving innovation districts, startup incubators, ample well-paying job opportunities, and impressive affordability—attributes that helped earn it the #1 spot on LinkedIn's list of Top U.S. Cities to Launch a Career.

The region offers many cultural attractions free of charge, and is home to a vibrant Bosnian population as well as immigrants from around the globe. St. Louis was also the backdrop for the events in Ferguson, which sparked a national movement to confront racial inequity. The area's rich architectural legacy is visible in neighborhoods featuring turn-of-the-century mansions, Victorian "painted ladies," classic red brick row houses, and Mid-Century Modern ranches.

Perhaps most significantly, Greater St. Louis, Inc. emphasizes that this region is united by a vision for inclusive growth. Community members are coming together, working diligently to ensure that St. Louis is a place where everyone has the opportunity to build a business or career, to be recognized and supported, and to put down roots in a city that truly becomes their own. The community shares a common goal: to create a place where progress is achieved by ensuring everyone moves forward together.

Affordability & Value **Arts & Culture** **Culinary Scene**

Neighborhoods **Parks & Greenways** **River Country**

Sports & Recreation



POSITION SUMMARY

The Global Head of Martiz Business Event Solutions (BES) is responsible for leading sales, growth marketing, operations, strategy, and financial performance. This role sets the vision and strategy for the division, providing the leadership and management needed to ensure strong operational controls, administrative processes, and reporting systems that drive growth, financial performance, and organizational excellence. The Global Head will empower others, interact with clients, and nurture a people-first culture while ensuring the long-term health of the business. This position requires 30% travel and will report to the Maritz CEO and will be a member of the Maritz Leadership Team (MLT).

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Leadership (40%)

- Set the BES short and long-range strategy in alignment with the Maritz overall strategic plan. Establish both immediate and future goals for BES to ensure sustained growth and success in collaboration with the Maritz CEO and Maritz Leadership Team (MLT).
- Develop and implement strategies to support BES in meeting its goals and objectives efficiently. Create actionable plans that optimize resources and processes to achieve business targets.
- Shape the vision and direct long-term strategies to maintain a competitive and leading edge. Ensure that BES remains ahead of industry trends and competitors.
- Communicate strategic plans to team members to support and align to achieve overall business objectives. Ensure that all team members understand and are aligned with the strategic goals, fostering a unified and accountable approach to achieving business objectives.
- Engage and inspire employees by clearly communicating the organization's vision.

Operational Oversight (25%)

- Oversee BES operational functions necessary for business execution and identify opportunities for improvement or increased efficiency. Manage daily operations and seek ways to improve processes and efficiency.
- Drive innovation and operational excellence within BES to improve products, services, and processes. Encourage continuous improvement and innovation.
- Responsible for achieving revenue, gross profit, and enhancing GP/SGA ratios. Ensure financial goals are met and sustained/improved. Drive BES's operations and strategic initiatives through the effective use of financial resources.

Industry Presence, Client Interaction, and Sales Growth (35%)

- Act as an executive sponsor, actively building and strengthening relationships at the executive level within client and industry organizations.
- Align closely with sales and growth marketing leadership to drive organizational growth. Engage with clients to boost sales and foster strong relationships.
- Assess client needs and industry direction to maintain market leadership. Evaluate client requirements and industry trends to keep the business ahead of competitors.
- Establish and maintain key client relationships to secure and expand business opportunities. Build and nurture relationships with key clients to drive business growth.
- Represent BES and Maritz in industry organizations, brand events, and public forums to enhance its visibility and reputation. Act as the face of the solution, promoting its achievements and capabilities.

PREFERRED QUALIFICATIONS

Experience & Education

- Bachelor's and/or master's degree in business, hospitality management, or related field preferred.
- 20+ years of experience in a highly strategic role within a business events/hospitality sector organization. Extensive knowledge of the Events industry, including how events in the Corporate, Association, and for-profit Tradeshow industries operate.

PREFERRED QUALIFICATIONS (Cont.)

- Experience in establishing sales, product, and marketing plans.
- Experience with a people-first leadership style with a proven triple bottom-line approach.

Skills & Competencies

- Superior oral and written communication skills. Successful history of working with a board of directors.
- Strong financial acumen and experience managing budgets and financial performance.
- Decision-making and strategic thinking skills with proven ability to set and drive strategic direction. Skilled in organizational development, personnel management, budget and resource development.
- Ability to foster teamwork, develop and mentor others. Ability to build collaborative relationships and influence others, including clients. Proven ability to nurture and grow a people-first culture within an organization while supporting the business's long-term health.
- Problem management; problem/situation analysis. Flexible and able to multitask. Ability to work within a fast-moving environment while driving toward clarity and solutions.
- Demonstrated resourcefulness in setting priorities, guiding investment in people and systems and creating a culture of accountability. Ability to drive innovation and change.

CHARACTERISTICS FOR SUCCESS

- Visionary leader who turns strategy into action
- Servant leader, people-focused, and empowering
- Strong business judgment and decisive under pressure
- Accountable with full P&L ownership
- Collaborative and team-oriented
- Builds culture and develops talent
- Genuine, empathetic, and grounded
- Energetic and results-driven
- Respected, visible, and trusted brand ambassador
- Strong communicator (verbal, written, digital)
- Tech-aware and efficiency-minded
- Multi-Media savvy
- Globally experienced and culturally aware
- Data-informed and adaptable in ambiguity

PRIORITIES FOCUSED ON PEOPLE, PROCESS, CLIENTS, AND GROWTH:

- Conduct an in-depth organizational assessment: understand structure, roles, workflows, and performance metrics.
- Quickly establishes internal trust, alignment, and rapport, demonstrating a strong commitment to understanding the business and connecting authentically with employees at all levels, particularly sales, strategy, and delivery.
- Develop clarity around the BES P&L; establish ownership and accountability.
- Work with sales and marketing to identify growth from net new business opportunities.
- Quickly establish and leverage an executive peer network within Maritz while appropriately engaging with the Board.
- Evaluate existing systems and tools; work internally with the business transformation team to identify areas for automation or process improvement.
- Engage and meet with top clients to reinforce relationships and assess service delivery perceptions.
- Understand the full suite of Maritz services and financial drivers across market solutions.



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