



5075 Hopyard Road, Suite 240, Pleasanton, CA 94588



PRESIDENT & CHIEF EXECUTIVE OFFICER

THE NAME

Standing at the top of Mt. Diablo, it's apparent that the Tri-Valley is made up of three valleys that come together to create the name. These featured cities, Pleasanton, Livermore, Dublin, and the town of Danville, are home to award-winning wineries, delightfully-diverse restaurants, brew pubs, charming downtowns and unspoiled hiking trails all basking under the sun with a blend of idyllic countryside and clean city charm. Being only 35 miles east of San Francisco, visitors either stop on their way to Yosemite, or make it their final destination. The Tri-Valley is home to nearly 60 wineries, a craft beer trail with 23 stops, the first ice cream trail, California's largest premium outlet shopping center, a world-class mall, one-of-a-kind boutique shops, hiking and for the foodie, there's plenty of incredibly diverse restaurants.

OUR IMPACT

With 1.6M visitors, annual travel spending of \$680M supporting 6300 jobs, the hospitality industry is a vital component of the economy of California's Tri-Valley region, home to nearly 500,000 people. Through a variety of innovative initiatives, Visit Tri-Valley is an important part of the growth of this thriving sector.

Although originally funded by the City of Pleasanton in 1986, the CVB grew to encompass the Tri-Valley and by 2006, the Tri-Valley Tourism Business Improvement District (TBID) was formed, placing an assessment on occupied hotel room nights. The formation of the TBID allowed the CVB to significantly increase its operating budget and provide a new stable, dedicated funding source.

In 2010 the Tri-Valley TBID was renewed for five years. District assessments were doubled, further augmenting and securing the CVB's budget and viability. In 2015, the TBID was renewed for seven years for the current four cities without San Ramon.

Visit Tri-Valley, a non-profit destination marketing and development organization, is seeking qualified candidates for its President & CEO. The mission is to market the Tri-Valley to increase awareness and overnight visitation to generate economic benefit for the region. We are looking for an experienced, dynamic and successful leader who is a team-focused tourism professional with a minimum of five to seven years of proven experience in the field.

POSITION OVERVIEW

Based in the Tri-Valley and reporting directly to the Executive Committee and 13-member Board of Directors, the President will be critical to the continued success and growth of this dynamic organization and will be responsible for developing strategies and tactics that drive the Tri-Valley's growth, economic development and global awareness as a tourist destination while being an ardent and active advocate for the community.

This highly visible leadership role is a match for a destination marketing leader who is a consummate professional with strong knowledge of the political, civic, economic and networking issues and opportunities facing partners including hotels, government entities and related industry segments.

STRATEGIC:

- Plan, develop, organize, implement, direct and evaluate the organization's fiscal functions
- Optimize the use of all organizational resources and recommend allocation amendments as needed to strengthen the organization and meet objectives
- Create campaigns and partnerships that drive Tri-Valley's visibility, business development and cultural awareness
- Organize and coordinate functional and leadership activities of the DMO; implement and coordinate the programs and activities of the organization, and perform related duties as required by the Board
- Direct and manage policy oversight of the DMO and the efficient deployment of its human and capital resources
- Establish annual performance objectives by department consistent with the long-range strategy and empower the team to achieve these objectives
- Oversee all organization programs and recommend changes to the Board to meet the organizational mission and vision within the approved annual budget
- Develop and maintain effective organizational policies ensuring all activities are implemented within these established policies, guidelines, laws and ethical standards
- Oversee and support the sales effort to drive room-nights to the hotel members
- Oversee and support the marketing effort to drive awareness about the region

LEADERSHIP:

- Develop and maintain positive relationships with elected and appointed City and County officials and with tourism industry representatives within and outside the Tri-Valley
- Maintain strong relationships with, and provide guidance to members of the Board of Directors and present relevant matters to the customers of the Tri-Valley, the business community and citizens
- Act as the official spokesperson for the organization and the Tri-Valley tourism industry

- Lead, inspire and develop the team consisting of a Director of Marketing & Communications, Director of Sports Development, Assistant Marketing Manager, Office Manager, Digital Marketing Coordinator and Director of Marketing (Astro the office dog)

OPERATIONS:

- Develop, implement and oversee organization's human resource functions within the approved budget including staffing levels, recruitment, hiring, compensation, training, evaluation, performance standards, payroll functions, employee benefits, discipline and termination
- Assist in the recruitment and retention of Board members and participate in maintaining the health and professional growth of the Board through annual orientation and training programs
- Oversee the day to day financial operations of the organization including accounts receivable, payables, payroll, financial statements, audit, risk management and internal control processes

CANDIDATE PROFILE

- Bachelor's degree (B.A.) from a four-year college or university with academic course work in public administration, communications, journalism, public information, business administration or other closely related fields of study
- Proven leadership experience in tourism promotion, related advertising and public relations, marketing, travel industry trade groups and the hospitality sector
- Understanding of purpose-driven brand strategy and the importance of culture to the organization and the community
- Excellent interpersonal and leadership skills to communicate and work effectively with all levels of management and audiences, ranging from executive board members, government agencies, tourism agencies, to peers and team members
- High energy with a focus on detail, and excellent communication, presentation, and organizational skills with a tactful, approachable and fun orientation toward achieving vision, consensus and success among members/partners
- Experience in tourism or hospitality sales, economic development and international tourism trends, and have innate lobbying talent
- A cross functional work style, partnering across disciplines to navigate the organization, building alignment and consensus around all initiatives
- Superior finance acumen and legislative advocacy skills
- Personal characteristics that include: integrity, flexibility, resilience, superior interpersonal skills, collaborative influence style, self-confidence, results orientation
- The ability to travel as necessary and willingness to relocate to the Tri-Valley region
- A sense of humor!

Compensation: A competitive salary and benefits package commensurate with experience will be offered.

Supplemental Questions for CEO position

To Apply

Please write a brief reply to each of the four questions below **and** submit with your resume and cover letter to jobs@visitttrivalley.com

- Describe your experience managing an organization, department or team. How many people did you supervise? Were you responsible for hiring and firing?
- Describe your destination management philosophy. Who is your client?
- What is your background in the tourism industry? Would you describe yourself as a marketer, a salesperson or in operations?
- What kind of culture do you create in an organization? What is the best fit for you?

The deadline to apply is November 15, 2019.

