



Position Profile

Pasadena CVB Director of Sales

Pasadena is a spectacular destination in every sense. It is a combination of urban sophistication, culture, and fun. Visitors stroll through Old Pasadena or South Lake for beautiful shopping and exquisite dining. They take in the priceless literary works, the artistic masterpieces, and the stunning gardens of our museums. They explore unique architecture throughout the city. The fantastic warm weather is perfect for other outdoor activities such as golfing at our local course, and hiking in the beautiful mountains.

Pasadena's pioneers brought culture and scientific discovery which remains in the fabric of Pasadena's unique character. It has blended perfectly over the years as charm, fine dining and fine hotels stay up to date with changing times. We are attractive to all types of visitors imaginable. Corporate, scientific, and astronomical organizations, as well as professional associations, and educators, medical professionals alike - all find Pasadena irresistible.

The **Pasadena Convention and Visitors Bureau's** number one objective in the coming years is to capitalize on the attraction of Pasadena to citywide conventions. The **Director of Sales for the CVB** is the one responsible for enlightening national corporations and associations about Pasadena as the go to destination. They must have the vision and creativity in this post-COVID world to tap into a new generation's interests. Today, Zoom has infiltrated our meetings, luxury electric vehicles have replaced our SUV's, and smart stadiums have forever changed spectator sports. The result is a new dynamic throughout society and bringing destination conventions to Pasadena in a changing world, is the **Director of Sales'** big challenge.

They will accomplish this by scouring convention planning opportunities for citywide conventions. They will support hotel GM's and sales managers who depend on the **CVB** to drive occupancy. They will partner with our experienced, effective marketing team who executes on building the Pasadena brand. They will enjoy the support of a services professional on the team who handles all the logistics for arriving clients.

The ideal candidate is a high energy individual with passion and enthusiasm for the Pasadena destination opportunity. They have an ability to forge alliances with meeting planners throughout the industry in pursuit of driving visitors to Pasadena.

They will have a minimum two years of higher education and a minimum five years' experience in CVB, convention center or hotel sales. They will preferably have industry certifications such as Certified Meeting Professional, Certified Exhibition Management, Certified Destination Management Executive, or Certified Hospitality Sales Professional. They must be computer savvy, including with industry related programs and databases.

They must be outgoing, motivated, and goal-oriented with strong selling skills. Travel as Pasadena's representative to industry conventions across the country is about 25% of this position. So they must thrive on a demanding work life and a flexible schedule.

We are anxious to hear from uniquely qualified candidates. Send us your resume at resumes@pasadenacenter.com.