

# MONTEREY

Grab life by the moments.™

Monterey County  
Convention & Visitors Bureau

PRESIDENT & CEO

Monterey, CA



## ABOUT MONTEREY COUNTY

Monterey County is located on the Central Coast of California. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. Travel spending in Monterey County was \$2.98 billion in 2018, representing a 5.8 percent increase from 2017. The \$2.98 billion in visitor spending supported 25,190 jobs, contributed \$271 million in total taxes and generated \$135 million local tax dollars that directly benefited the community.

Monterey County offers iconic California experiences, with a little something special for everyone, just waiting to be enjoyed. Experience the top road trip in the United States as you wind along the breathtaking Big Sur coastline on Highway 1. Book an [ocean view hotel](#) on the beach at Cannery Row, and explore the various shops and attractions. Sip handcrafted wines at tucked-away tasting rooms where the winemaker might just be the person pouring. Take a surfing lesson and catch a glimpse of a barefoot beach wedding as you ride your board to shore. Play 18 holes at legendary golf courses, or just hang out at the 19th hole and watch the pros practice. Pack a picnic and watch the sunset on the white sands of Carmel Beach. Monterey is an unforgettable destination that will invigorate your soul.



### Destinations in Monterey County

[Big Sur](#)

[Carmel-by-the-Sea](#)

[Carmel Valley](#)

[Del Rey Oaks](#)

[Gonzales](#)

[Greenfield](#)

[King City](#)

[Marina](#)

[Monterey](#)

[Moss Landing](#)

[Pacific Grove](#)

[Pebble Beach](#)

[Salinas](#)

[Sand City](#)

[Seaside](#)

[Soledad](#)

For more destination information and maps of the area, view the [Destination Guide](#).

## THINGS TO DO

Monterey County is a mecca for all things active. By paddle, pedal, foot or golf cart, you're going to have ample opportunity for things to do in Monterey. Only here, you'll be the central character in a "come to life" postcard that changes by the hour and refuses to be taken for granted. Where it concerns opportunities to be moved by art, music and food, the offering in Monterey County is staggering, with a [festival and events calendar](#) that is unrivaled anywhere on the West Coast.

Be sure to see Monterey's iconic attractions including the [Monterey Bay Aquarium](#), [Laguna Seca Raceway](#), [Cannery Row](#), [Pebble Beach](#), [Carmel Beach](#) and other things to do. Also, check out our ["Top ways to grab life by the moments"](#).

## MONTEREY FOOD & WINE

The diversity of culinary styles and genres in Monterey County present diners with countless opportunities to tease and expand their palate morning, noon and well into the late evening. An abundance of locally procured ingredients and a year-round growing season set the stage for truly unforgettable [dining](#), noshing and wanton sampling. Wherever you find interesting food in Monterey County, you're going to find great [wine](#). The viticulture in the area is world-renowned and makes every meal an opportunity to challenge even the most refined olfactory skills and palates.



## ABOUT THE SALINAS VALLEY

Just inland from Monterey, you'll come upon an agricultural jewel known as the Salinas Valley. In addition to serving as the backdrop for two of America's great literary works by John Steinbeck, the Salinas Valley grows much of our nation's produce like lettuce, cauliflower and broccoli

Campers, hikers and outdoor enthusiasts will fall in love with Pinnacles National Park and Lake San Antonio where the celebrated Wildflower Triathlon is held each year. Last but not least, Two of California's most historic establishments, the San Antonio de Padua Mission and the Soledad Mission, are located in the Salinas Valley.

## ABOUT THE MONTEREY COUNTY CONVENTION & VISITORS BUREAU

MCCVB is a 501c6 not for profit organization and the only Destination Marketing Organization (DMO) for Monterey County. MCCVB is a collaborative partnership of the hospitality community and local governments. MCCVB's mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and the community. Our FY 2019-20 budget is \$7.5M comprised predominantly of Tourism Improvement District assessments [57%] and Jurisdiction Investments [39%].

Our vision is to inspire the world to experience our extraordinary destination responsibly.

Our mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

For more information, visit [www.seemonterey.com](http://www.seemonterey.com)

## POSITION SUMMARY

The President and CEO is responsible for the overall success of the organization including the development and implementation of the Business Plan. Serves as liaison to the community, engaging with businesses, residents, government, media and tourism leaders. The President and CEO is responsible for developing and executing effective marketing, business development and services strategies, and providing strategic leadership and oversight of the organization in all aspects of its operations and mission including Board governance. Additionally, the President and CEO serves as the chief spokesperson for the organization and is a passionate advocate for the tourism industry locally, regionally and nationally.

### Essential Responsibilities:

#### Board of Directors

- Serves as an advisor to Board of Directors and all committees in a non-voting capacity to develop and implement plans for MCCVB operations.
- Ensures the preparation and timely distribution of Board meeting packets, including properly published agendas, financial reports, departmental activities and results, and any additional documents for discussion.
- Responds promptly and appropriately to Board member requests for information.
- Recognizes and includes the Chair of the Board in decisions that could have significant financial or legal impact to the organization.



### Group Business Development, Marketing Communications and Visitor Services

- Oversees the development of annual strategies, programs and goals.
- Ensures team is staffed, trained and executing plans and strategies approved by the Board.
- Ensures that programs and initiatives are monitored regularly.
- Ensures a consistent and dynamic marketing message is developed and used to achieve goals.
- Consistently identifies market opportunities.
- Continues research-based marketing initiatives.

### Stakeholder Engagement

- Facilitates positive relationships and ongoing communication and collaboration with communities and tourism businesses in Monterey County.
- Ensures funding jurisdictions receive regular and timely reports.
- Engages Board members in community outreach.

### Finance, Human Resources, Operations and Administration

- Develops and leads implementation of annual operating budget.
- Oversees and ensures financial accountability for MCCVB.
- Reviews financial performance at least monthly.
- Identifies and implements changes as needed to enhance MCCVB's financial structure.
- Supervises the process for comprehensive Board financial reporting as requested.
- Ensures legal compliance with human resources laws in all personnel actions and record keeping.
- Ensures appropriate company policies and procedures are in place.
- Fosters a culture in which team members are motivated to develop their skills and abilities.
- Demonstrates by personal example desired standards of conduct and work performance.
- Provides leadership, direction and top line management to the team to ensure that the mission and vision of the MCCVB are consistently put into practice and sustained.
- Full responsibility and ultimate authority for supervisory decision-making, not only for direct reports but also for all team members within the organization.
- Serves as the final decision maker on selection, promotion, transfer, compensation, and discipline of all team members.
- Acts as an effective leader and sets a professional standard for the bureau's team, Board, committees and key constituents.

### **The ideal candidate will:**

- Aspire to inspire transformational moments
- Bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy and honest
- Be responsible and accountable for their actions and words
- Contribute to the team culture in ways that are positive and collaborative
- Demonstrate respect, kindness and trust throughout all interactions and relationship development
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative, strategic and outside the standard reporting metrics
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the goals of the organization

### **Ideal Characteristics, Competencies and Expectations**

- Inspirational, genuine and approachable leader
- Politically astute and influential collaborator
- Visionary leadership skills including team motivation and performance management
- Exceptional problem-solving skills
- Ability to thrive in a fast-paced work environment
- Ability to lead and work under pressure and maintain professionalism
- Ability to express thoughts clearly and accurately, both verbally and in writing
- Demonstrates good listening skills. Reacts appropriately while listening and understanding the views of others
- Negotiates conversations effectively with diverse audiences; builds consensus appropriately
- Possess a high likeability factor; is charismatic, confident and humble.

### **Desired Education and Experience**

- Eight or more years' leadership experience specifically in a hospitality industry organization
- Previous DMO leadership experience preferred
- Bachelor's or higher degree in hospitality, business management or related field
- Experience working with boards and multiple stakeholder groups including elected officials
- Experience leading an empowered diverse workforce as well as external resources
- Experience in strategic business plan and budget development and implementation

### **Additional Requirement**

- Full time residency in Monterey County within 90 days of hire date.

### **Top Priorities**

1. Learn and evaluate current organizational structure, strategy, operations, processes and team.
2. Establish and build relationships with the staff, Board of Directors, community stakeholders and city/county officials.
3. Learn and understand the current funding mechanisms and funding partners.
4. Entrench and immerse self into the Monterey County community.
5. Begin to create a strategic destination master plan along with the Board of Directors.

**If interested in learning more about this great opportunity, please use the link below to apply or send your resume to the SearchWide Global Executive listed below.**



**Nicole Newman**, Vice President | SearchWide Global

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### **About SearchWide Global**

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