



President & Chief Executive Officer

TOURISM VANCOUVER

Vancouver, BC

Reporting to the Board of Directors and actively partnering with the senior leadership team to guide the organization, the President & Chief Executive Officer (CEO) will lead the establishment of organizational strategies and objectives to ensure Vancouver maintains its competitive advantage as a global destination of choice. As the leader of the organization, they will play a primary role in collaborating with key partners and decision makers locally and globally to ensure the destination, its industry partners, its service providers and its infrastructure are all meeting the needs of travelers today and into the future. The CEO will bring an approach of innovation and transformation to support an organization that is facing more and more competition on a global scale, in an industry that is itself transforming at a rapid pace. They will support Tourism Vancouver's implementation of the destination's brand and what it stands for effectively across all target markets, and they will bring a sharper focus to the organization's digital marketing agenda. As the leader of a team of professionals, the CEO will provide clarity of purpose, and promote an environment of collaboration, accountability and continuous improvement and innovation.

As the ideal candidate, you are a recognized entrepreneurial leader who is able to work effectively in a multi-faceted, rapidly changing environment, ideally connected to the travel and/or tourism sector. You bring strength in marketing and business development, and you are also a natural collaborator and relationship builder who inspires people to move toward solutions and opportunities collectively for the greater benefit. You are known as someone who builds and promotes high performing integrated teams, and you can lead with influence across a sector. You are also skilled at working with and supporting senior decision makers, including working with Boards of Directors. You possess an ability to collaborate, communicate, and implement innovative, creative, and effective strategies that invoke passion and affinity for a brand and destination. Above all, you believe in Tourism Vancouver's brand promise, you are committed to the purpose of proudly championing Vancouver, and you live the organization's core values.

If this is the next step in your professional career, submit your application to **Allison Rzen, Matthew Bell** or **Tracey Vopni** at www.pfmsearch.com.

Vancouver is a place that connects people and inspires them to live with passion.

Tourism Vancouver works tirelessly to fulfill that promise, focusing on its purpose to proudly champion Vancouver as evidenced through its team-defined core values: We live, breathe and share Vancouver; We are powered by people; We are adventurous; and We play with purpose. The success of this membership-based, entrepreneurial business association not only supports an industry, but also adds to the global reputation and cultural, social, and economic vibrancy of this great destination. A rare opportunity has arisen to play a key leadership role supporting this major economic driver as the organization's new President and Chief Executive Officer.



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