

Position Specification

Hotels & Resorts Industry

Director Groups & Meetings Sales Strategy – Worldwide Sales

The Company

Our client is a global company with 12 hotel brands, over 5,000 hotels in nearly 100 countries around the world; its brands are in 13 of the 20 largest hotel markets.

The Position

Location

Southeastern United States

Overview

The Director Groups & Meetings Sales Strategy will direct all global sales activity focused on the Groups & Meetings market segment. Focus on the overall sales effort, from market, customer, and competitive analyses to program development, marketing, process refinement and administration. This individual will be a strategic thinker and act as primary point of contact and serve as the knowledge expert on market and customer issues within this market sector to consult all Company entities.

Reporting Relationship

The Director Groups & Meetings Sales Strategy will report to the Vice President, Global Sales Strategy Worldwide Sales and be part of the worldwide sales department.

Responsibilities

- Direct the planning and implementation of the Groups & Meetings sales program with all designated sales personnel throughout all regions. Manage performance-to-plan and market opportunity at all levels.
- Responsible for goal setting and performance optimization of customer revenue, room night and share of spend targets for the Groups & Meetings segment clients.
- Introduce and promote major programs and promotions to current and potential client base.
- Partner with respective brand, partnerships and loyalty teams for sales activity in Groups & Meetings segment.
- Assist in the yearly hotel revenue plan process within all regions and assist the revenue planning group with specific tasks related to Groups & Meetings planning.
- Recommend and implement sales training requirement within the segment.
- Actively participate in the assigned market segment's industry affairs associations and events.
- Record, review and maintain appropriate sales reports for senior management.
- Partner with Head of Global Sales Support Centers to ensure strategic alignment of the Company's Group Center and MeetingBroker Care Team to broader Groups & Meetings strategy.

- Drive Group & Meeting channel strategy in collaboration with Global Technology and other Global Sales & Marketing colleagues.
- Ensure Company achieves best in class recognition within the Groups & Meetings segment with a key focus on being the easiest company to do business with.
- Coordinate with the Vice President, Global Sales Strategy in all reasonable ways and regularly contribute to departmental and divisional strategy.
- Coordinate with the Vice President, Global Operations and Enablement to operationalize B2B marketing and loyalty activity, operational processes, enabling technology, reporting, tracking and analysis.
- Plan, organize, control and lead subordinate functions within established budgetary and manpower plans; establish goals, performance standards, and operating procedures for assigned functions.
- Participate in creation of department staffing and capital budgets. Responsible for cost center management within the segment.
- Coach and develop team members; hire, fire, assess, discipline, document performance, recommend salary and classification changes. Act as an advisor to subordinate managers or staff to help meet established schedules and/or resolve technical or operational problems.

Travel

Up to 50% travel.

The Candidate

Education

Bachelor's or Master's Degree in Marketing, Management, or other relevant field of work or an equivalent combination of education and work-related experience.

Professional Qualifications

10+ years progressive work related experience with demonstrated proficiency in multiple disciplines/technologies/processes related to the position as well as five to seven years managing teams and/or significant complex projects, which may include a minimum of three years in hotels with multi-unit and/or corporate roles, involving significant people management responsibility across multiple and remote locations.

Technical Skills and Knowledge

- Project management experience in organizing, planning and executing large-scale projects within highly matrixed organizations from conception through implementation.
- Experience in leading and developing people.
- Effective verbal and written communication skills for the purpose of providing information to clients, vendors, senior management and staff.
- Experience managing a sales function in the assigned market segment or a similar area of business.
- Knowledge of hotels and hotel sales and marketing, and business planning.
- Demonstrated business/financial negotiation and influencing/consensus building skills, including demonstrated closing ability and demonstrated ability to motivate staff.

- Ability to exert influence and implement change across multiple regions and functional teams.
- Ability to manage multiple projects in remote locations and partially structured environments.
- Experience with franchise organization preferred.

Decision Making Responsibilities

- Significant impact in directing and motivating the assigned market segment team to achieve corporate business objectives across broad organizational lines and functional boundaries.
- Significant impact in determining and directing the sales plan, strategy and focus for the assigned market sector.

Internal Key Relationships

- Directors/Managers in all GSM functions, particularly Brand, Partnerships, Loyalty, Digital, and Revenue Management: to address goals and action plans in the assigned market sector for the viable market segments.
- Off- and on-property sales teams: to create and maintain a common sales focus on the Groups & Meetings sector.

External Key Relationships

- Designated key accounts
- Potential clients
- Brand management and management companies
- Technology providers such as Amadeus and Lanyon
- GBTA
- IMEX
- Key industry technology partners

Personal Characteristics

- A strategic thinker with strong problem solving and consulting skills: the ability to collaborate and partner effectively with senior leaders to understand needs and deliver programs that meet and/or exceed expectations; an individual who is customer-focused, proactive and responsive.
- Strong interpersonal skills: a good listener with a natural, effective consultative style. Someone who is sought out for their opinions and counsel and who can forge and maintain close relationships, both internally and externally.
- Highly intelligent individual who thinks “outside the box” and is analytical. The Company moves at a fast pace and people who embrace change will fit well with the culture.
- A highly motivated team player that contributes to an atmosphere in which people work together, enthusiastically and effectively, in producing outstanding results. Someone who seeks to understand others and is politically and culturally aware; able to influence others, provide conflict management, drive collaboration, cooperation and team building.

To learn more about this opportunity or provide a confidential referral, please contact:

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Please use this reference code in the subject line of your response:

Reference Code: 514-01_Dir-Groups&Meetings-Sales_PPI

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