



## President & Chief Executive Officer DESTINATION BC Vancouver, BC

An opportunity exists for a strategic, relationship-oriented leader in the role of President and Chief Executive Officer (CEO). Reporting to the Chair of the Board and accountable to the Board of Directors, the CEO is responsible for providing vision, energy, passion, and commitment to advancing Destination BC's mandate. Working with a team of outstanding professionals and in collaboration with government, industry, regional, community and indigenous partners, they will lead the establishment of organizational strategies and objectives to ensure British Columbia maintains its competitive advantage as a global destination of choice, meeting the needs of communities and travelers today and into the future. This includes working with partners to ensure the Super, Natural BC promise is authentic and sustainable. With a key objective to coordinate tourism marketing at the international, provincial, regional and local levels, the CEO is also a key advisor to government as it pertains to factors that can enhance or impede the success of the industry. In addition, the CEO will bring a transformative approach to support an industry that is experiencing strong global competition while facing unprecedented challenges due to COVID-19.

The CEO is a recognized leader who is able to work effectively in a rapidly changing environment, ideally connected to the tourism sector. They are a natural collaborator and tremendous relationship builder who inspires people to work collectively toward mutually-beneficial solutions and opportunities for the greater benefit. The CEO has demonstrated an ability to work with government and industry partners in a transparent way to achieve a common agenda based on research insights and consultation. They are known as someone who builds and promotes high performing integrated teams, and they possess an ability to create, communicate, and implement innovative, effective strategies and campaigns that invoke passion and affinity for the Super, Natural BC brand and destination. Above all, the incumbent is committed to the purpose of proudly championing British Columbia, and displays a passion for the province and all of its unique regions.

If this is the next step in your professional career, visit our website and submit your application to **Allison Rzen** and **Matthew Bell** at [www.pfmsearch.com](http://www.pfmsearch.com).

*Destination BC is an award-winning organization that shares the transformative power of British Columbia experiences with the world. As an agent of the government and working within a provincial policy framework, Destination BC supports a strong, competitive and sustainable future for BC's tourism industry through a combination of global, regional, sectoral and community marketing, industry learning, cooperative community-based programs, visitor servicing, and market research. Destination BC works with a wide array of government, indigenous and industry partners - from local operators to regional tourism agencies to industry-led tourism sectors - to ensure the effective stewardship and delivery of the promise of its Super, Natural British Columbia brand.*



### PFM Executive Search

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