

## **AHLA POSITION DESCRIPTION**

**POSITION:** Senior Vice President – Member Relations & Partnership Development, American Hotel & Lodging Association (AHLA)

**REPORTS TO:** COO & EVP

### **KEY RESPONSIBILITIES:**

- Designing and delivering key initiatives to continuously reinforce and strengthen AHLA’s value proposition(s) for its multiple membership categories that generates strong member engagement, overall satisfaction and retention.
- Building and leading a “best-in-class” sales and business development team that drives strong new sales and renewals for AHLA across all membership segments including, hotel brands, ownership and management companies, state and local lodging associations, independent hotels, and allied members.
- Creating and implementing a strategy designed to materially grow AHLA’s strategic industry partner program(s) of select top industry suppliers that benefit from the hotel industry and seek to engage with AHLA at a strategic level.
- Collaborating closely with key internal peers in Government Affairs and Communications/Marketing to developing strong relationships with lodging brands and state associations.

### **IDEAL EXPERIENCE:**

The Senior Vice President will play a critical role in driving AHLA’s membership and revenue growth. He/she will bring a comprehensive skill set in membership relations, strategic partnerships and business development, including strategy development, value proposition positioning, sales leadership, innovation, and financial management. The ideal candidate will also bring a strong “commercial mindset” and be well-versed in travel and hospitality industries and competitive dynamics/structure. He/she would be exceptional at managing and motivating sales and relationship management teams and in establishing effective relationships with all levels at both AHLA and with member / partner executive management.

### **CRITICAL CAPABILITIES:**

- Strategic Thinking
- Influencing Others
- Executing Effectively
- Strong Achievement Orientation

### **OTHER PERSONAL CHARACTERISTICS:**

- Has a strong client focus.
- Has the highest level of integrity.
- Is flexible and resilient.
- Establishes credibility.

- Focuses on innovation, creativity and quality.
- Maintains a sense of humor.

To apply, please send cover letter, resume and reference list to [careers@ahla.com](mailto:careers@ahla.com) with **Senior VP, Member Relations and Partnership Development** in the subject line.