

**PSAV - PRESENTATION SERVICES**  
**VICE PRESIDENT OF GLOBAL SALES – POSITION OVERVIEW**  
(DALLAS, LONG BEACH, CHICAGO OR ATLANTA)



**ABOUT PSAV - PRESENTATION SERVICES**

With revenue over \$600million globally between 35+ regional offices and distribution centers, 2,500 team members and in-house preferred relationships at 700 hotels and venues including Starwood, Hilton and Gaylord Hotels...PSAV is a leader in event production through innovative technology. Each of PSAV's operating divisions specializes in a different segment of the meetings and event technology industry. Employing great people, new technology and innovative tactics, PSAV is able to provide the outstanding service and value customers of this industry have come to expect.

***Association and Corporate Meeting Solutions:*** Services hundreds of major associations and corporate meetings, conventions and events each year, acting as a business partner for each of their clients. From virtual speakers and content management systems through the general session, to the tradeshow floor and cyber cafe, PSAV provides comprehensive event technology for the unique needs of this market.

***Event Services Branch Network:*** Features a national network of event technology and audiovisual offices in key meeting cities throughout the United States. Each office is an expert in the unique requirements of their respective city. From every inch of the local venues down to local culture.

***Facility Services:*** From intimate seminars to elaborate stage productions, we offer on-site service, equipment and support at over 700 locations throughout the world. We work as a seamless part of each hotel's team with intimate knowledge of the hotel's meeting space and operations to give you the confidence to present your message.



**Creative Services:** Specializes in planning, producing and executing complex presentations and business theater events that require cutting-edge solutions. The PSAV technical specialists and staging professionals understand the unique requirements of producers and live to support the live meeting environment, applying broadcast standards in a high-stakes world.

Planners and producers prefer to work with a single contact for all their event technology needs. PSAV professionals work with you as a seamless part of your team, and are familiar with your meeting venue.

PSAV prides itself in using eco-friendly equipment. PSAV's procurement policies mandate a priority on buying energy-efficient, Energy Star or RoHS compliant gear wherever possible. They also have a certified, safe disposal program for retired equipment and electronic consumables.

PSAV is the leading provider of audiovisual equipment rentals, staging services and related event technical support to hotels, event production companies, trade associations, convention centers and corporations.

**Service Solutions Includes:**

- Association Partnerships
- Design & Installation
- Equipment Rentals
- Hotels & Resorts
- National Sales
- Rigging
- Staging

**Technology Solutions Includes:**

- Content Management
- Digital Signage
- High Definition
- Internet Access
- Power Distribution
- Video Conferencing



**Recent Press and News in 2009:**

- November - **Reuters** - *PSAV wins Allied Partner of the Year at HOSPY's Gala*
- September - **Southern California Meetings + Events** - *PSAV named "Best A/V Provider" at Readers' Choice Awards*

- August - *PSAV Underscores Flexibility at 2009 Solheim Cup*
- August - *PSAV, HEI Enter Long-term Event Technology Agreement*

*To learn more about PSAV Presentation Services please visit their official website at <http://www.psav.com>*

### **POSITION SUMMARY**

The Vice President of Global Sales will report to the Executive Vice President of Global Sales. This position will have 5 - 7 direct reports (Vice President level) and up to 50 indirect reports at various regional locations. He or she will be responsible for the overall development, implementation and management of an aggressive national sales program that will create new business opportunities that meet PSAV's core competencies and provide a profitable contribution to the company. This position will provide strategic sales leadership and management to new and existing business capitalizing on opportunities with association and corporate groups conducting meetings, conventions and events throughout North America. This position will be based in a major metropolitan area, preferably Dallas, Long Beach, Chicago or Atlanta and will work out of one of PSAV's regional office locations. Frequent travel will be required for this position (50% estimated).

### **RESPONSIBILITIES (INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING)**

- Responsible for the development and execution of a sales strategy that will allow PSAV to significantly increase market share in the corporate and association account space.
- Work closely with the PSAV corporate leadership to leverage opportunities that currently exist and develop proactive sales initiatives to guide the National Sales team to earn new business opportunities while holding the team accountable to revenue goals.
- Evaluate and establish measurable goals for direct and indirect reports.
- Develop and deliver professional and robust sales responses that will successfully position PSAV as the market leader with respect to the targeted opportunity.
- Create a business environment and leadership approach that is conducive to mentoring and challenging successful sales professionals.
- Conduct regular and efficient sales meetings as required to reach the stated goals and objectives of the sales organization.
- Accountable for the management of all aspects of a successful sales and marketing plan, including departmental administration, employee recruitment and retention, customer service metrics, sales training, annual budgeting and sales performance metrics.
- Participate and maintain the integrity of the sales and customer database as PSAV is currently using Microsoft CRM.
- Analyze selling unit P/L statements (event job cost) and initiate changes where required to maintain profit margins as deemed acceptable by the senior leadership team.

- Create and analyze proforma data required for the acquisition of new business opportunities.
- Responsible for the approval of all proposals, quote generation and pricing protocol within the sales organization relative to National Accounts.
- Actively participate in Industry Organizations where the targeted audience is represented.
- Actively participate and assist the National Sales team to negotiate new customer contracts where required and execute the renewal of existing contracts.
- Promote and manage a SAM (Strategic Account Management) philosophy with accurate account plans and strategies for all targeted business.
- Provide assistance to the EVP Global Sales as it relates to identifying, acquiring and maintaining business opportunities in all of our primary markets (cities).
- Prepare reports and documentation as required to analyze the overall performance of this particular market segment as required by the EVP Global Sales.
- Other duties and task as may be assigned from time to time.

### **QUALIFICATIONS/EXPERIENCE/IDEAL BACKGROUND DESIRED**

- Bachelor's degree (B. A.) from four-year College or university; or 8 years related experience and/or training; or equivalent combination of education and experience – Masters Degree preferred.
- Previous experience as a Regional Director of Sales with overall responsibility for a national based sales team.
- An established and visible national industry profile, especially in the association and corporate convention segment.
- Experienced leader with proven track record of success in a similar position demonstrated revenue stream growth of an established or new product/solution.
- Ability to direct/navigate team to CXO level of corporations.
- Business to Business sales leadership.
- Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, proposals, business correspondence, and procedure manuals.
- Be able to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Apply concepts of basic algebra and geometry.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit or stand, walk, and, talk or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, and color vision.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The office environment is usually quiet. While at show site, the employee may encounter loud noise, extreme temperatures, and be near moving machinery and toxic fumes. The employee will be required to work very long hours as needed.

## **KEY CHARACTERISTICS DESIRED**

1. Strategic, stable, and accountable
2. Long tenure in previous positions
3. Well rounded, even keeled and adaptive
4. Must have mentoring nature with a creative/open door approach
5. Proven track record as a solid sales leader
6. Critical thinking and prioritization skills
7. Excellent communication skills across all levels of the organization.
8. High energy
9. Sales execution and sales management/leadership on a regional level
10. Proven problem resolution skills, especially through other people
11. Strong business skills

## **TOP PRIORITIES FOR THE NEXT 8-12 MONTHS**

- Assess the overall operation of the national sales organization including: current programs, finances and deployment.
- Review current sales strategies relative to new and existing business and work closely to communicate expectations to sales team.
- Review and understand current sales revenue goals and objectives; evaluate pace of National Sales team and establish plans and actions where needed for team to achieve or exceed revenue expectations.

- Work closely with EVP Global Sales to understand what has worked and where improvement is needed.
- Develop a relationship with top producing accounts and strategically uncover new revenue stream opportunities within.
- Participate in active sales presentations with members of the National Sales team.

*If you are interested in this position please respond to the following SearchWide™ Executive:*

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