

EXECUTIVE POSITION PROFILE

Vice President of Sales – General Manager, The Townsend Group


SMITHBUCKLIN



This search is being conducted by:

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I. Opportunity

The Townsend Group, a wholly-owned subsidiary of SmithBucklin Corporation, is a Washington, DC-based advertising, exhibit and sponsorship sales and management organization for associations. The Townsend Group is looking for a Vice President of Sales-General Manager to lead, manage and develop the staff comprised of sales, creative services and administrative support staff. The position has full P & L responsibility. The Townsend Group team drives over \$15 million of revenue on behalf of client organizations. The Townsend Group's profits have more than doubled since its 2015 acquisition by its parent company, SmithBucklin, and it is an increasingly important contributor to SmithBucklin's continued growth.

Organizational Responsibilities

Interaction with SmithBucklin Corporation

- Serve as the main liaison between The Townsend Group and SmithBucklin.
- Work closely with corporate leadership to grow the specialized operating unit, strengthen it and ensure its sustainability.

New Business Development

- Identify, pitch and win new clients, effectively communicating The Townsend Group's value proposition to new prospects in proposals and presentations.

Sales Management

- Drive significant growth in the client organization's non-dues revenue through leadership and inspiration of the sales team in their planning and sales of the client assets including, but not limited to tradeshow exhibits, sponsorships, year-round programs, cross platform solutions, online and print advertising and content, plus other client organization assets that can be monetized.
- Monitor all sales performance reports and ensure the sales team meets both sales and strategic goals.
- Drive team thinking and contribution to the development of a clear, comprehensive sales strategy for each client organization and lead execution of each plan with urgency and efficiency.
- Lead bi-weekly business unit meetings to review sales performance, address challenges and discuss best path toward maximizing revenues.

- Collaborate strategically with DC based SmithBucklin sales services team.
- Foster a winning sales culture in a teamwork environment.

Client Relations

- Develop and cultivate strong, lasting relationships with clients, partners and other industry leaders.
- Manage overall business and sales strategy on all accounts.
- Take an active role in negotiating annual sales goals and fee structures with each client.
- Lead and/or participate in client conference calls and/or face-to-face meetings.
- Oversee the creation and deployment of custom client reports.
- Attend client conferences, as necessary.

Manage Creative Services Department and New Asset Development

- Manage the Creative Services Department responsible for writing, designing and producing client media kits, prospectuses and promotions in support of all non-dues revenue sales.
- Provide executive level support to Senior Account Managers in client account management, digital strategy, new asset development and cross-platform sales execution.

Research Services

- Sell custom research studies to current and prospective clients (e.g., readership studies, member satisfaction studies, and exhibitor satisfaction studies).

- Executive oversight of the planning and execution of research projects from selection of methodology and survey development to final deliverables (e.g., tabular report, narrative report, and presentation slides to client).

Video Production

- Manage the Creative Services Director who sells, negotiates contracts with both the video purchaser and the creative teams, and project manages the production of videos.

Trade Show Management

- Provide executive oversight for all trade show management assignments assigned to us by our clients.

Human Resources

- Oversee talent management of the company through coordination with SmithBucklin's Human Resources department in DC and Chicago. This includes participating in candidate interviewing and selection, establishing roles, client portfolios and other work assignments, training and developing staff, and managing staff performance and productivity.

Financial

- Manage unit profitability and budget.
- Develop and propose annual unit budget and re-forecast periodically as requested, adhering to Corporate Finance guidance and practices.

Supervisory Responsibilities

- Lead and manage team of fifteen Townsend Group sales, finance/administration and creative services professionals, and provide strategic oversight to SmithBucklin DC sales team of six.

Experience and Qualifications

- Strong new business development results preferably in complex, consultative sales situations.
- Experience managing both a sales team and operations team in a professional services environment.
- Senior or executive leadership experience with P&L accountability for a sales division or unit serving a diverse client base.

- Media industry experience a plus.
- Track record of success hiring, managing, and developing people.
- Leadership: a demonstrated ability to lead and inspire results through others.
- Demonstrated sound judgement managing organization structure and assignments based on client need balancing delivery of the highest quality service and the bottom line.
- Proven ability to drive results, establish processes, prioritize and deliver high quality client organization outcomes in a fast-paced professional services environment.
- Experience in successfully collaborating and achieving results in a matrixed functional business model.
- Experience collaborating with senior management and other functional leaders.
- Experience selling value versus price, and possess solution selling skills.
- Strong negotiation and influence management skills, excellent customer relationship skills.
- Excellent verbal and written communication, interpersonal, and organizational skills.
- Demonstrated ability to pursue multiple new client opportunities while simultaneously managing key client relationships leveraging high organization and prioritization skills.
- Strong customer service orientation.
- Hands-on management style, with strong motivational and development skills.
- Early career success as a sales executive, sales manager or sales and marketing director.
- Ability to communicate, present and influence all levels of the organization, including C-level.
- Strong ability to organize effectively, delegate responsibility, solve problems quickly and communicate clearly.
- Leadership skills, including the ability to manage time effectively and handle both internal and external conflicts.
- BA/BS degree or equivalent.

II. Organizational Review

About The Townsend Group

Since 1983, The Townsend Group has been delivering exceptional sales results by developing innovative media offerings and promotion opportunities for our association client's industry partners to gain unprecedented access to the client's membership which is a highly qualified and concentrated group of prospects for many of these industry partners. The Townsend Group's service portfolio includes all non-dues revenue, strategic planning and execution for specific events, year-round partner programs, publishing and media transformation including print, digital, and social.

Core Capabilities

- **Turnkey Sales** — We manage all aspects of the sales process from initial outreach to billing and everything in between.
- **Market Research** — Our research experts design surveys, collect data and report findings.
- **Video Production** — Our unique crowdsourced platform delivers high quality videos at below market rates.
- **Content Development** — Need fresh ideas? Our editorial team is ready to take on your content needs.

Why Associations Choose The Townsend Group

- **Solid Experience** — We work exclusively with associations and have done so for more than 30 years.
- **Cross-Platform Sales** — We have a keen understanding of integrated selling and executing innovative media offerings.
- **Impressive Results** — Track record for beating industry category revenue averages by double-digit margins.
- **Accountability** — Detailed reports keep clients informed of our progress every step of the way.

- **Client-centric** — Ongoing collaboration with our association clients is essential for success.
- **Dedicated Team** — Our business unit structure uses imagination, a winning attitude and a competitive spirit to exceed client expectations.
- **Smooth Integration** — Our efficient onboarding process ensures an easy transition.
- **Forward-Thinking** — We invest heavily in staff development and optimizing new sales opportunities that can be monetized for our clients.

About SmithBucklin

Founded in 1949, SmithBucklin is a 100 percent employee-owned association management company with offices in Chicago, Washington, DC, Connecticut, Missouri, Maryland, and California. SmithBucklin delivers seamless association and event management services worldwide.

SmithBucklin's mission is to achieve the missions of the client organizations we serve and provide uncompromised stewardship for their long-term prosperity. We offer full-service management and outsourced services to trade associations, professional societies, technology user communities, industry consortia, charitable organizations, corporations and government institutes.

For our full-service clients, SmithBucklin provides a team of management, operations and specialist talent and supports them with a robust, cost effective headquarters infrastructure. For association, nonprofit, corporate and government executives, outsourcing specific functions such as revenue generation, exhibit and publication advertising sales and sponsorships is an effective way for organizations to extend their teams with committed, trusted experts who will help to solve challenging problems, support strategic initiatives and produce better outcomes. This position will support clients in both scenarios.

Office Location

SmithBucklin
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For more information visit:
www.smithbucklin.com
www.townsend-group.com

III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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