



Vice President of Sales & Event Operations

Boulder, Colorado
Full-Time Position

Company Overview

Cultivate is the leading gift experience company in the meetings and incentive travel industry based out of Boulder, CO. Specializing in on-site gift experiences where guests can select a gift they love from a variety of top consumer brands, Cultivate services annually over 500 client programs, gifting 130k+ guests, and has operated in 52 countries since its inception in 2010.

In addition to its 30+ full-time employees, Cultivate has 100+ independent contractors to service gift experiences at events in key markets including California, Florida, Hawaii, Mexico, the Caribbean and other resort destinations around the globe. While the programs are less complex than full-scale corporate events that typically include food and beverage, décor, travel, etc., the intricacy is in the volume of programs we sell and produce, especially during peak season in the spring months. Clients consist of Corporate Meeting Planners, Incentive Houses, Promotional Product Distributors, Third-Party Planners, DMCs, and Hotel Partners.

What We Need

Cultivate is currently recruiting a full-time **Vice President of Sales & Event Operations** based out of **Boulder, Colorado**. As a member of Cultivate's Leadership Team, this position will report directly to the President and oversee the two largest teams in the company. The ideal candidate will be a strategic thinker able to focus on both rapid growth and operational excellence. They will be a dynamic and influential communicator and mentor who thrives on building strong internal and external relationships while interacting with all levels of the organization. If you have an entrepreneurial spirit, want to be the face of the company, we would love to talk with you.

The VP has supervisory responsibilities over the Sales Team, the Events Team, 100+ contract staff, and works closely with purchasing and marketing teams.

What You Will Do

- Build a culture of collaboration across the sales and events teams – ultimately delivering first class service through the entire customer life cycle.
- Develop process improvements and cross-department efficiencies to improve the customer experience, scale the business, and improve profitability.
- Supervise the Sales and Events Teams including setting objectives and goals, mentoring, motivating, reviewing performance and recommending responsibilities and compensation structure.



- Conduct consistent event reviews focusing on team performance, client and onsite team feedback, budget achievement, and overall event execution – celebrate and proliferate the wins, find and implement solutions for the identified areas of improvement.
- Build upon and champion the *Diamond Level Certification* program for event staff, created to build the best onsite team in the industry.
- Work with the Leadership Team to provide operational, strategic direction designed to support and stay ahead of the company's growth plans.

Must Haves

- Bachelor's degree in business, hospitality, or equivalent experience
- 10+ years prior event management, hospitality, or meeting planning/incentive industry experience required
- 10+ years years of demonstrated leadership and vision in recruiting, developing and managing personnel in sales and related positions
- Superior communication skills – clear, concise, thorough, and proactive
- Knowledge of incentive industry and trends a plus
- Highly organized, keen attention to detail is a must
- Ability to effectively present information and respond to questions/complaints from clients, supplier partners, and hoteliers
- Ability to prepare reports and write business correspondence
- Strong working knowledge of the transportation industry, customs requirements, and import/export regulations helpful
- Proficiency with Microsoft Office, particularly Excel and PowerPoint
- Willingness to work flexible hours, including weekends, and travel up to 35%

Standout Skills

- Dynamic leadership skills – the ability to manage at all levels within an organization and develop a synergetic model of collaboration.
- Outstanding team development and training skills – a talent for inspiring a team to produce their best work.
- Sound personal and business ethics.

Compensation and Benefits

- Competitive annual salary based upon experience
- Benefits including 401k (with 3% match), profit sharing and insurance plans

Physical Demands

- Events demand physical activity requiring the ability to lift up to 50 pounds

The above description reflects most duties assigned to the position. Other responsibilities may be requested at any time.