



**NATIONAL
PARKING
ASSOCIATION**

POSITION PROFILE

Senior Director, Strategic Partnerships

Position Summary

The National Parking Association (NPA) is North America's leading parking trade organization. Their mission is to serve as the market leader in parking industry research, education, and advocacy that advance the industry, and its leaders and parking professionals. NPA seeks a relationship builder with a proven sales track record interested in joining their fast-paced and rapidly growing organization to lead the growth of Strategic Partnerships while learning the industry, and then quickly growing into a Sales Leadership role. This is a new role within NPA and is based in Washington, DC.

The Senior Director, Strategic Partnerships position requires a dynamic and methodical business development leader to deliver outstanding results that meet or exceed the annual plan and member 360 plan. In this role you lead dues and non-dues revenue for total membership sales for key accounts/member 360, as well as exhibit, sponsorship, advertising and non-due partnership revenue. You serve as the point of contact for key accounts and external strategic partnerships to maximize account sales and retention. The Senior Director will report to NPA's President and interact with Board Directors, volunteers, external partners and stakeholders.

Strategic Involvement

- Accountable to the President & CEO for meeting and exceeding revenue goals.
- Develop, secure approval, and deliver or exceed the annual revenue plan for the organization.

- Serve as a key member of the senior management team, interacting regularly with all stakeholders to identify and secure new sales opportunities.
- Create integrated sales efforts/packages that increase total revenues.
- Develop and drive operational and strategic activities to maximize NPA's corporate relationships. On an annual basis, assess short-term and long-term needs and develop specific financial goals and objectives.
- Expand engagement with industry partners to identify opportunities to expand NPA's corporate relationships and sponsorship programs.
- Recommend sales strategies for improvement based on research and competitor analyses.
- Develop and recommend positioning and pricing strategy to produce the highest possible revenue growth.
- Design packages to build partnership relationships. Manage partnership programs.
- Represent association at networking events, conferences, meetings, trade shows and/or business to business exchange events.

Business Development

- Lead high value account sales and retention.
- Oversee finalization of sponsor contracts and fulfillment with support from team members.
- Establish and cultivate a database of qualified sales prospects both in and outside of the association industry.

- Provide monthly sales and pipeline reports to the President & CEO and the Director of Finance.
- Lead development of pricing strategies, packages and offerings to maximize total customer spend.
- Oversee, negotiate, and execute all in-kind trade agreements with Association Forum service providers requesting advertising, exhibit space and/or sponsor recognition.
- Maintain industry and competitor awareness and understand service markets. Monitor industry activity to identify trends and competitor sales and marketing activities.

Primary Responsibilities

- Participate in building the association's non-dues and dues revenue strategy to double association sales within 5 years from \$2 million to \$4 million. Develop and execute a strategy to increase sales across Strategic Partners/Key Accounts. Later, create and lead the execution of the overall business development plan that includes sales plans and forecasts for the entire sales team to achieve overall organizational revenue goals.
- Develop a sustainable member 360 program to maximize key account revenue from core members and suppliers across dues/exhibits/sponsorships/advertising for a total spend.
- Act as the organization's sales leader for key account sales and strategic partnerships to maximize existing and new revenue streams and account service.
- Develop and recommend positioning and pricing strategy to produce the highest possible revenue growth.

Future Sales Leadership Responsibilities

- Develop and maintain annual sales plans and tracking history of sales vs goal.
- Act as a player/coach for a highly motivated and polished sales/service team with a focus on customer relationship management.
- Ensure team members achieve or exceed their revenue targets.
- Drive sponsorship, exhibit, advertising and membership revenue.
- SPONSORSHIP SALES: Sell and manage

- sponsorship sales to secure renewals and new accounts to drive growth.
- EXHIBIT SALES: Oversee exhibit sales planning and sales cycle, pricing and year over year growth.
- ADVERTISING SALES: Oversee Parking magazine advertising sales planning and sales cycle and year over year growth.
- MEMBERSHIP SALES: Develop membership sales & retention plan with a focus on Member 360 engagement to increase membership. Establish sales, retention and engagement metrics. Oversee membership team & performance.
- Develop and implement strategic sales and marketing plans and forecasts and channel expansion plans in support of strategic plan.
- Direct implementation and execution of sales and marketing policies and practices.
- Collaborate with NPA's President to establish budget and forecast. Manage sales operating budget.
- Direct sales forecasting activities, reporting and set performance goals accordingly.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Provide leadership to develop and manage effective sales, sales forecasting, reporting and fulfillment practices for a high level of account service.

Organizational Responsibilities

- As a senior member of the management team assist with organizational planning and budgeting to foster top line growth.
- Work with the President to develop and implement a highly coordinated and aligned set of sales strategies, value propositions and offerings linked to strategic plan objectives.
- Support communication of member value & association strategic value to key consistencies.
- Lead sales management, reporting and contract management—ensuring sales team adherence to policy, timelines and invoicing procedures.

Education & Experience

- A Bachelor's degree is required; an MBA or advanced degree is a plus.
- 5 to 10 years of experience in a high-profile role as an active sales professional and sales leader.

- Association experience preferred.
- Demonstrated track record of success in achieving or exceeding sales goals. Able to demonstrate a previous track record of strategic relationship building and key account development. Outstanding client management and budgeting skills.
- Demonstrated ability to develop strategic partnerships, sales and sales teams.
- Proven ability to lead and effectively manage a sales team.
- Demonstrated project management skills & ability to manage multiple priorities and multiple constituencies, working effectively toward deadlines with strong attention to detail.
- Excellent written and oral communication skills, with the ability to present data and conclusion in an organized, concise manner.
- Ability to work collaboratively with colleagues and staff, based both locally and remotely.
- Ability to travel for client meetings and association events.
- Must be proficient with MS Word, Excel and PowerPoint; familiarity with eShow, Informz, CMS and AMS is a plus.

About The National Parking Association

Parking is a multi-billion-dollar industry vital to the life and livelihood of communities across

North America. The National Parking Association is North America's leading parking trade organization. Our mission is to serve as the market leader in parking industry research, education, and advocacy that advance the industry, and its leaders and parking professionals. We provide training, certification, and access to leading edge parking technology across the private and public sectors. Founded in 1951, NPA represents over 150,000 parking professionals in more than 2,500 commercial operations and public organizations.

Personal Qualities

- A positive, self-starter with a high degree of honesty and integrity.
- Ability to work collaboratively with colleagues and motivate staff.
- High emotional intelligence, a good listener and planner who creates emotionally compelling sales messages to build positive relationship with a high sales close rate.
- Strong interpersonal skills, personal and professional confidence, prescind and the ability to build strong relationships internally and externally with individuals across disciplines, cultures and backgrounds to achieve shared goals.

Web Presence

WeAreParking.org

This search is being conducted by:

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