



## General Manager - Toronto

### Overview

The General Manager is a pivotal leadership role. The role is accountable for the effective leadership and direction of the Toronto business, with responsibility for managing GES people, products, services and production for exhibitions and events in the Greater Toronto Area. The General Manager is the lead in growing profitable revenues, developing skilled human resources, achieving superior client satisfaction outcomes and growing strong financial results.

### Job Responsibilities

#### People

- Provide leadership to multi-functional departments within the city to deliver exceptional service and achieve overall financial results.
- Build an organizational climate which promotes collaboration and commitment by providing learning and growth opportunities for employees while consistently raising performance expectations.
- Build capacity through identifying key staffing and competency needs within the organization. Attract and select high caliber talent to fill these needs.
- Engage with local Union Representatives, including participation in the Collective Bargaining process.
- Conducts regularly scheduled internal meetings with the team and other departments as needed to ensure high levels of performance, communication, industry/company knowledge and client satisfaction.
- Manages contract negotiations, proposal responses and execution of contracts including pricing and service delivery.
- Builds teams by evaluating resource needs and recruits, attracts, selects, trains, and retains talented individuals; works to develop the team across organizational boundaries.
- Coaches and develops others. Encourages team members to push themselves outside of their comfort zone. Instills excitement and enthusiasm for goal achievement and continuous development.
- Attends industry events, meetings and local association meetings to provide maximum exposure for the Company and networks/builds relationships with targeted prospects. Serves on committees of Industry Organization Chapters working towards Chapter and National Board positions.
- Maintains current knowledge of the Tradeshow/Events Industry and our local and national competitors.
- Adheres to all company policies, procedures and business ethics codes (CORE Values).

#### Sales Team

- Accountable for the results of the Sales teams which include achievement of revenue and profitability goals and strategic objectives, while directing team to outperform sales margin and cost management objectives.
- Systematically evaluates business opportunities and develops targeted solicitation plans for opportunities with the greatest potential for producing positive business results.
- Successfully wins new client business by creating an environment in which the needs of the customer are being matched to the products and services GES provides while retaining and expanding future business from current clients. Adopts a long-term perspective in developing mutually beneficial business relationships with others.
- Monitors compliance with required standards for maintaining CRM data which requires accurately recording all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities within the Salesforce (CRM).

***GES is an equal opportunity employer and welcomes applications from all qualified individuals. If you have accommodation needs at this stage of the recruitment process, please advise us as soon as possible by email or by calling 905-283-0500.***



- Work in collaboration with other Canadian sales teams.
- Creates and conducts GES Capabilities presentations.
- Coaches Sales team to proactively provide information to clients to assist in securing future business.

### **Execution & Process**

- Accountable for all operational planning processes for events within the city.
- Full implementation and monitoring of all Systems & SOPs: Implementation Plans, Labour Tracking, Cost Controls, etc.
- Manage and drive operations initiatives, best practices and other process improvements.
- Develop an annual Budget/Plan that results in continuous improvement.
- Develop, implement and maintain performance metrics and targets to monitor progress and keep informed of status, challenges, opportunities for improvement and accomplishments.

### **Clients/Venues**

- Actively improve market position and achieve financial growth, by enhancing Event Organizer and Exhibitor relationships to ensure engagement, overall satisfaction, account retention, obtaining new business while providing superior customer service.
- Manage and grow relationships with Toronto's exhibition and event venues – Metro Toronto Convention Centre, Exhibition Place, International Centre and Toronto Congress Centre. Also maintain and grow GES relationship with Destination Toronto (Toronto's Convention and Visitors Bureau).
- Enhance Event Organizer and Exhibitor relationships to ensure engagement, overall satisfaction, account retention, superior customer service and business growth.
- Act as a leader and ambassador for GES with the Canadian Association of Exposition Management (CAEM), in our industry and the GTA community at large. Maintain and enhance GES's public profile as a team of professional, high value and skilled people focused on excellence.

### **Results**

- Aid in delivering increased and sustained profitable revenue growth (penetration and increased market share).
- Responsible for managing overhead costs and achievement of overall financial results.
- Analyze operating cost trends, recommend, implement and lead cost-control improvement solutions.
- Oversee implementation of innovative service solutions that will increase both client satisfaction and operating margin.
- Full P&L ownership of the Toronto businesses, including driving revenue, margins, profit and pipeline building activities that meet or exceed established targets.

### **Compliance**

- Compliance with standards and processes as measured by client surveys, client satisfaction outcomes and Internal Audit.
- Overall ownership for achieving Division Risk Management targets and ensures full compliance with all safety requirements.
- Lead and/or participate in Companywide initiatives as needed.

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**Ideal Candidate**

- Will have fifteen years progressive leadership responsibility, with a minimum of five years in a senior managerial capacity, with experience in a service or business to business setting.
- Superior business acumen and a drive for results.
- Strong manager and leader of people, an outstanding relationship builder and someone capable of inspiring the team to deliver consistent customer service.
- Intellectually curious, looks for opportunities to improve productivity, efficiencies and outcomes.
- Metrics and measurement driven, fact-based individual.
- Experience owning a P&L.
- Visionary leader, with excellent interpersonal and communication skills.
- Self starter, who is adept at resource planning and logistics, a client focused, practical, pragmatic leader.
- Focused on delivering outstanding client outcomes and leads by example.
- Inquisitive mind, a creative problem solver, open to ideas.
- Highly service focused; ensures GES provides a great experience to every client.
- Is a values-based leader; reflects corporate values in all his/her activities.
- Is a visible leader – spending time on the show floor and within each department.
- Will have a team based, process oriented, results driven approach and will possess exceptional communication, presentation, influencing and negotiation skills.
- Is passionate about the service GES provides, focused and outstanding at managing and leading multiple projects, providing clarity to the team and identifying and executing on those priority projects that will have a significant business impact.
- Strong ability to motivate and develop a team of operations professionals.
- Outstanding organizational and problem-solving skills.
- The ideal candidate will have a Bachelor's Degree in a related field. An MBA is considered a plus.
- 20% travel required.

*Interested applicants must submit a resume by December 17, 2021 to [careerscanada@ges.com](mailto:careerscanada@ges.com) or in confidence to **Kathy Rogut – Director, HR** at [krogut@ges.com](mailto:krogut@ges.com) with the position title in the subject line of the email. We thank all applicants for their interest. Only candidates selected for an interview will be contacted.*

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