

Vice President, Sales, Marketing & Business Development - Grouse Mountain Resorts

Location: North Vancouver, BC

As attractions go, it is hard to imagine a more beloved and historic property than Grouse Mountain. Breathtakingly beautiful and today, accessible to visitors of all types, it's not surprising that Grouse Mountain is known as the Peak of Vancouver. As Vancouver's iconic and most-visited four season outdoor tourist and recreation destination, Grouse Mountain covers a beautiful 1,262 acres of land, is part of the spectacular North Shore Mountains and boasts 90 years of rich recreational history. Located just 15 minutes away from downtown Vancouver, Grouse Mountain welcomes nearly 1.3 million visitors annually and features a broad selection of year-round outdoor cultural, educational and outdoor adventure activities and attractions.

The Vice President, Sales, Marketing and Business Development will be a member of the Executive Leadership Team and will report directly to the President. This individual will provide strategic direction and hands-on leadership to the sales and marketing team. In this newly created role, the Vice President will provide a professional structure around the introduction and assessment of prospective short- and long-term initiatives that will inform the master plan, drive new business through existing channels, develop additional value-added products/markets, and optimize the supply, demand and pricing balance to best leverage the asset.

As the ideal candidate, you have a track record of success as a senior sales and marketing leader who has driven growth in a highly consumer-centric business. You have developed new customers, introduced new value-added products, implemented analytics and systems to support investment decisions, and built further revenue generating capacity in a cross functional team. All of this will bring significant value to Grouse Mountain's four-season business. Your talent and passion for sales, business development and marketing have yielded rewarding opportunities for you to date. Now it's time to advance your career to the peak of Vancouver by playing a key role in Grouse Mountain's exciting next chapter.

To explore this exciting opportunity further, please [click here](#).