

# Managing Director and EVP, Global Connections and Events Opportunity National Association of Broadcasters



## Opportunity Overview

The National Association of Broadcasters presents a unique opportunity for an experienced executive with an exceptional trade show and strategic business background.

NAB is seeking a managing director and executive vice president of Global Connections and Events. This position provides strategic oversight and management of NAB Show, one of the largest business-to-business trade shows in North America and the United States and the premier trade show serving the media and entertainment industry for content creators.

As head of a 30-person team, the managing director sets the strategy, manages the business and inspires the people that produce NAB Show, as well as NAB Show New York and NAB Amplify, an online community of innovators and content creators.

The managing director serves as the chief ambassador for NAB Show to outside customers and partners, leads business expansion and extension efforts and oversees the overall financial and operational functions of all business lines.

## About the National Association of Broadcasters

The National Association of Broadcasters (NAB) is the voice for the nation's television and radio broadcasters. As the premier trade association for broadcasters, NAB advocates for our members before the federal government, works to improve the quality and reach of broadcasting and encourages content and technology innovation. NAB delivers value to our members through advocacy, education and innovation.

This year, NAB is celebrating its centennial and 100 years of incredible public service and innovation by America's local TV and radio stations. Broadcasters provide trusted news, important community information, a lifeline during emergencies and most popular entertainment - all for free through the use of an antenna.

Capitalizing on advances in technology, broadcasters are finding better, more innovative ways to offer their high quality content and critical services on every platform. NAB Show, NAB Show New York and NAB Amplify serve as premier destinations for broadcast and media innovation, providing an unrivaled marketplace of new products, services and ideas and driving the future of the media industry. Through these events, major broadcast networks, film studios, professional sports teams, global houses of worship and virtually every facet of the media ecosystem come together to connect and elevate the art and business of storytelling.

Learn more at [nab.org](http://nab.org) and [nabshow.com](http://nabshow.com).

## The NAB Show Portfolio



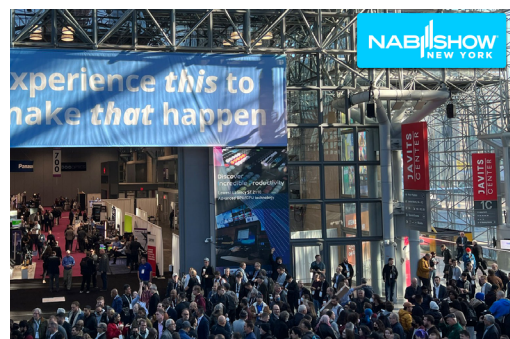
**NAB Show**, held each spring in Las Vegas, Nev., serves as the premier event and ultimate marketplace for those seeking to create superior audio and video experiences. From creation to consumption, across multiple platforms, NAB Show is where global visionaries convene to bring content to life in new and exciting ways. No matter where attendees fall in the content ecosystem, NAB Show is where they'll connect with the tools, technology and people who will empower them on their path.

At NAB Show, media professionals take the first look at brand-new products and applications, engage in compelling conversations with current and future partners and immerse themselves in an exhibit floor where innovative and future-ready solutions are waiting at every turn. Those who are in the business of storytelling belong at NAB Show.

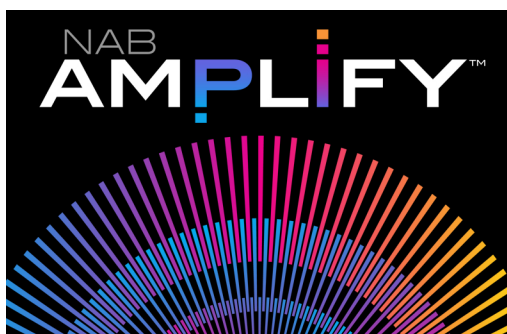
In 2023, 65,000 content professionals from all corners of the media, entertainment and technology business came together to exchange ideas, network and see the latest innovations from more than 1,200 exhibitors at NAB Show. The event facilitated approximately \$17 billion in business transactions for the media and entertainment industry.

Learn more at [nabshow.com](https://nabshow.com).

**NAB Show New York**, held each fall in Manhattan, brings together more than 10,000 media and entertainment professionals from the city and surrounding region for hands-on learning, discovery and insights into the technology and business strategies transforming the media landscape. The event features more than 250 exhibitors spotlighting innovative products and practices driving the business forward.



Learn more at [nabshow.com/ny2023](https://nabshow.com/ny2023).



**NAB Amplify** is a digital hub that allows broadcast, media and entertainment professionals to stay connected between in-person events. The platform serves as a source of year-round insights and global perspective across the entire content ecosystem.

Learn more at [amplify.nabshow.com](https://amplify.nabshow.com).

## Key Responsibilities

The managing director is primarily responsible for developing short and long-term strategic plans for NAB Show, NAB Show New York, NAB Amplify and any future initiatives which serve the content creator community. The managing director is a vibrant leader who is committed to the growth and success of the Global Connections and Events team. They provide leadership and direction to senior leadership, empower their direct reports to lead and incentivize high-performing teams.

This position leads the sales, operations, marketing and content teams to ensure that the entire NAB Show portfolio remains vital, growing and strong. The managing director will work with the department's senior leadership to build relationships with essential customers and partners to grow the overall business and identify new business and revenue opportunities.

The managing director also serves a vital role on NAB's executive leadership team, working closely with NAB's chief executive officer, chief financial officer and Board of Directors to determine short and long-term financial plans, understanding the significant importance of NAB Show to NAB's financial health. The position also works closely with NAB's Industry Affairs and Technology teams to ensure NAB Show serves as a vibrant platform for NAB's broadcast members.

## Ideal Candidate

The ideal candidate for this position will bring at least 15 years of strategic leadership experience in large-scale trade shows, preferably in the media or entertainment business or in a related technology sector. They will have exceptional strategic and business acumen and proven experience meeting revenue and net profit targets.

The right candidate will have an entrepreneurial attitude and willingness to take risks in developing new markets. Experience innovating a mature trade show and/or running an online digital community to accompany in-person events is strongly preferred. The successful managing director candidate must have leadership skills with the ability to inspire a team and cultivate professional growth.

## Culture, Benefits and Commitment to DEI

NAB is headquartered in Washington, D.C., in the vibrant Navy Yard neighborhood, just around the corner from Nationals Park. Our headquarters, built in 2020, has state-of-the-art technology and office facilities. We offer employees a hybrid work schedule, with local staff expected to be in person two or three days per week. We may consider candidates located outside the area, but the Washington, D.C., area is preferred.



NAB offers its employees a robust [benefits package](#), including generous time off, parental leave, tuition reimbursement and a wellness program. We hold a variety of staff events and activities throughout the year, including regular happy hours, a NAB Kids Day, voluntary service project and end-of-year celebration.

NAB supports initiatives that improve diversity and create new opportunities for women, people of color and other underrepresented communities. This commitment to diversity, equity and inclusion (DEI) is evident in our collaborative approach in the workplace, our respect for employee wellbeing and partnerships with diverse leaders and organizations in the industry. We strive to build a workforce that reflects the diversity of broadcasting and the communities that our members serve. Our diversity as an employer strengthens our mission to support and advocate on behalf of America's broadcast television and radio stations. We have a staff DEI committee which helps coordinate education, training, mentoring and other DEI-focused initiatives throughout the year.

## Search Process

To be considered for the position, please submit your resume and letter of interest to the attention of Allison McKee, vice president of Human Resources, at [hr@nab.org](mailto:hr@nab.org), preferably by July 31, 2023. The target hire date for this position is January 1, 2024.

NAB is an equal opportunity employer. NAB strictly prohibits all forms of unlawful discrimination and/or harassment, including discrimination and/or harassment of employees or job applicants on the basis of a legally protected status or condition.