



About Travel Manitoba

Travel Manitoba is a Crown corporation whose mission is to stimulate tourism's long-term contribution to the provincial economy by leading the marketing of Manitoba as a destination and fostering a sustainable and resilient tourism industry. As Manitoba's destination marketing and development organization, Travel Manitoba works in partnership with industry, communities, Indigenous partners, government, and stakeholders to advance a shared vision of Manitoba as a must-visit, four-season destination generating sustainable economic growth through inspiring and authentic experiences in its urban, rural, and wild settings.

Lead the Next Chapter of Manitoba's Tourism Economy

Reporting to the Board of Directors, the President and CEO provides strategic leadership to one of Manitoba's strongest and fastest-growing economic sectors. Working with industry partners, communities, government, and stakeholders across the province, the President & CEO will build on a strong foundation while helping advance the next chapter of Manitoba's tourism economy.

This is a unique opportunity to lead a respected organization that plays a central role in shaping Manitoba's economic growth, supporting communities, and showcasing the province to visitors from around the world. The successful candidate will be a visionary and collaborative leader, trusted relationship builder, and influential ambassador who can bring people together around a shared vision for Manitoba's future.

The President & CEO provides organizational and people leadership to achieve organizational outcomes, overseeing the preparation of annual business plans and related budgets, and the effective utilization of resources within the scope of relevant legislative regulations and operating guidelines. In addition, the CEO provides strategic insights and leadership regarding the future direction of the corporation and represents Travel Manitoba with external audiences and stakeholders.



Key Responsibilities

- Foster a high-performing, inclusive culture that develops people, builds leadership capacity, and supports the organization's purpose and vision and strategic priorities.
- Lead and inspire a talented, experienced team in delivering strategic priorities and meaningful outcomes for Manitoba's tourism industry.
- Align efforts across tourism operators, Indigenous partners, regional organizations, stakeholders, and government, ensuring a coordinated approach to tourism growth and destination development throughout Manitoba.
- Champion evidenced-based decision-making through market intelligence, research, and performance insights to help businesses, stakeholders and governments to understand trends, identify opportunities, and make informed investment decisions.
- Identify and mobilize high-ROI/high-impact initiatives to strengthen Manitoba's tourism sector.
- Work collaboratively with key stakeholders to advance destination development.
- Encourage technology adoption and innovation to help Manitoba's tourism industry improve competitiveness, enhance visitor experiences, and adapt to digital transformation.
- Strengthen tourism sector resiliency by supporting the adoption of sustainable practices, climate adaptation and emergency preparedness.
- Foster an organization that reflects Travel Manitoba's commitments to Reconciliation, Diversity, Equity, Inclusion, Belonging, Accessibility and Environmental Sustainability.
- Build relationships with business leaders, tourism operators and governments to support the organization and assist it in achieving annual goals.
- Build trusted and constructive relationships with government, serving as a credible advisor on opportunities, challenges, and emerging issues affecting Manitoba's visitor economy.
- Facilitate the development and maintenance of effective working relationships with the Board of Travel Manitoba, the Government of Manitoba and other key stakeholders.

Selection Criteria

- Post-secondary education in business, marketing, tourism, public administration, or a related field, or an equivalent combination of education and experience.
- Progressive executive leadership experience with a demonstrated track record of leading complex organizations, driving strategic outcomes, and navigating diverse stakeholder environments.
- Proven executive leadership experience leading an organization through growth, change, and complex issues.
- Demonstrated ability to build on an organization's strengths while leading thoughtful evolution and change.
- Strategic thinker with a collaborative leadership style and experience working effectively with a Board of Directors.
- Strong people leader with the ability to foster innovation, engagement, and accountability within a collaborative work environment.
- Exceptional relationship-building skills, with the ability to build trust and influence across diverse stakeholder groups, including the Board, government, industry, Indigenous partners, and communities.
- Exceptional verbal and written communication skills and an effective presenter.
- Strong financial acumen and demonstrated financial stewardship experience, including responsibility for significant budgets and organizational resources.
- Experience in or understanding tourism, destination marketing, economic development, hospitality, public sector leadership, or related sectors would be considered an asset.
- Bilingualism (English-French) is an asset.

To apply please submit an updated resume and cover letter describing how you meet the position requirements to morgan@harrisleadership.com.