



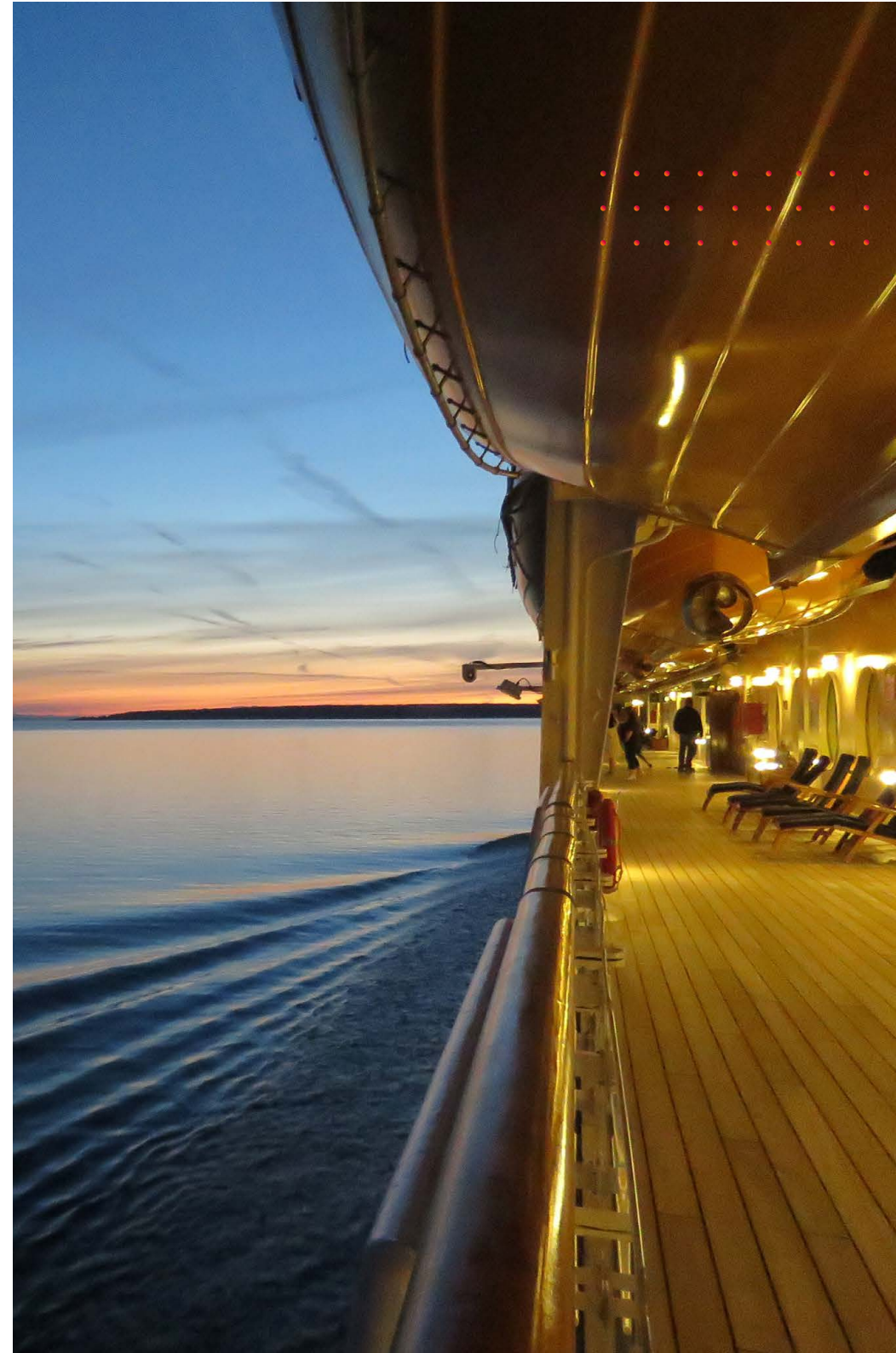
— **Director General, CLIA Europe**

CLIA Europe represents the leading cruise companies operating in Europe



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CLIA is the world's largest cruise industry trade association, providing a unified voice and is the leading authority of the global cruise community. On behalf of its members, affiliates and partners, the organization supports policies and practices that foster a secure, healthy, and sustainable cruise ship environment, promoting positive travel experiences for the more than 30 million passengers who have cruised annually.

The CLIA community includes the world's most prestigious ocean, river, and specialty cruise lines; a highly trained and certified travel agent community; and a widespread network of stakeholders, including ports & destinations, ship development, suppliers, and business services. CLIA represents 95% of the world's ocean-going cruise capacity, as well as 54,000 travel agents, and 15,000 of the largest travel agencies in the world.

The association works to foster its members' success through advocacy, educational, and promotional efforts that support the common interests of the global cruise community, as well as collaboration with ports and destinations in environmental and destination stewardship, and investment in research and development that help guide the industry in best practices to protect and preserve the waters on which we sail and the destinations we visit.

The Director General for Europe will have a unique opportunity to lead CLIA engagement in the region at a critical time of implementation of the Fit for 55 legislations which will inform the decarbonization strategy of the industry for the coming years. This role will be responsible for leading actions to support the industry's commitment to sustainable transportation and responsible tourism practices.

Reporting to the President and CEO headquartered in Washington, DC, the Director General is based in Brussels, Belgium, and works in collaboration with CLIA's global leadership team, as well as their respective cross-functional team members in Europe, to implement the organization's strategic plan, including delivery of key initiatives and reporting of progress. The Director General must bring strong leadership and guidance to the operating team—recognizing that CLIA will be evaluated on its accomplishments as a team effort, both regionally and in the global context.

The successful candidate will have the executive presence and gravitas to be viewed as a peer by industry leaders and will possess the ability to be a credible and well-regarded spokesperson for complex issues or causes.

Given the diverse nature of the CLIA's membership, success on behalf of the cruise industry will require the Director General to be a superb communicator with the ability to develop outstanding relationships with CLIA's members, including volunteer leaders, allied partners, as well as with the global leadership team. The ideal candidate will be respected for a combination of business expertise and a keen sense of how to strategically and effectively foster consensus among those with differing points of view. It will be essential for the Director General to demonstrate an ability to capture the attention of a wide variety of constituents and to effectively convey CLIA's issues, importance, and positions. This will include demonstrating a thorough understanding of the business needs of CLIA's numerous stakeholders and ensuring CLIA's programs are viewed as "value-add" to this diverse group.

CLIA places a strong emphasis on providing high quality service to its members, through the delivery of information, analysis of issues, and studies and research that each single member may not be able to accomplish otherwise. For this reason, the Director General should ensure the long-term viability of the association by increasing the involvement of the members. In addition, the Director General must have the service-orientation necessary for senior leaders in a member-driven organization.

The Director General will also need to demonstrate the sense of urgency necessary to quickly engage in conversations impacting the future of the cruising sector. In addition, s/he must demonstrate a keen understanding of the intersection between cruising, tourism, business and public policy, and how to translate one to the other, as well as possess a broad perspective and appreciation of the complex national and international competitive environment facing CLIA's members.

S/he must possess self-confidence but also be humble. The successful candidate needs to be gracious in manner and comfortable in any situation or with any audience.

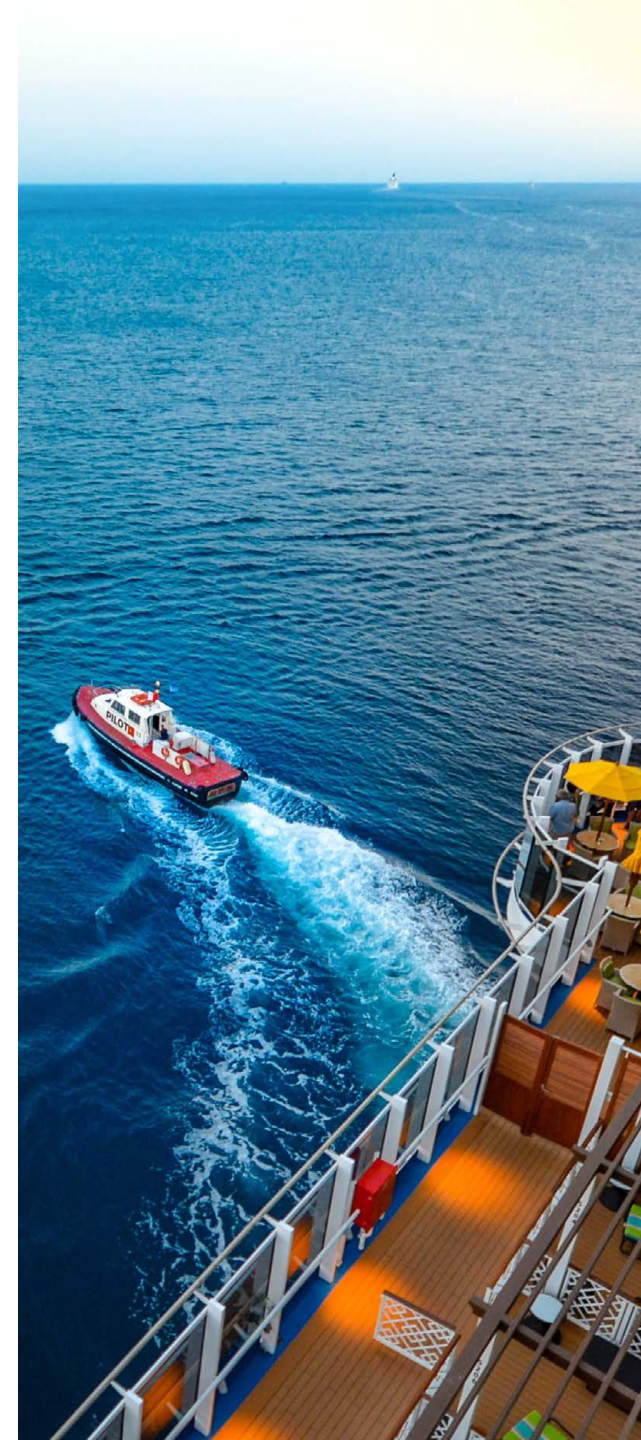
Ultimately, CLIA is looking for a servant-leader that has the intellect, flexibility, adaptability, and compassion necessary to work in a highly matrixed international organization, with a focus on driving success for both the regional and global interests of the industry. Strong leadership and collaboration are essential as the global organization deploys a first-of-its-kind, proactive strategy focused on port cities and key destinations, especially in Europe, through a measured strategic communications effort.

Lastly and perhaps most importantly, the successful candidate will be a person of the highest integrity and character.

This position has approximately 10 direct reports among a staff of approximately 20 and may hire and manage agencies and consultants to support the development and delivery of communications strategies and tactics.

Major Responsibilities:

- Responsible for the overall management and leadership of the association's activities in Europe as head of the region on behalf of the association.
- Oversee and manage CLIA's resources in Europe, both personnel and fiscal, in an efficient and competent manner—fostering a results-driven culture of accountability, quality and innovation while ensuring operational excellence.
- Take the lead in proactively identifying issues that could impact the industry before they become problems and/or spotting potential opportunities and then, in partnership and collaboration with the global team and related committees, develop comprehensive strategies to address these issues/opportunities.
- Participate in both the Board of Directors and Executive Committee meetings and ensure that these bodies perform as lively and dynamic forums to address the main issues facing the industry.
- Work with the CLIA Global organization to identify, and support business development activities including the Executive Partner program at the Global and national levels, active engagement and participation at key cruise and shipping industry conferences and the ongoing development of travel agent distribution activities at the National level.
- Provide critical input in the association's annual strategic plan and develop and implement the supporting strategic plan for Europe, including delivery of key initiatives.
- Track progress and provide regular updates on progress toward achievement of established targets and goals.
- Support the President and CEO and the European Executive Committee in making strategic decisions about the deployment of strategies and resources.
- Update and gain input from the European regional advisory committee (comprised of key executives from the major member cruise lines in Europe) on issues, opportunities, and results related to the organization's activities in Europe.
- Maintain and enhance existing member relationships, and work to establish consensus among members, who are often fierce market competitors, on issues important to the industry.
- Maintain a continual awareness of and contact with public officials who may have an impact on the cruise industry in partnership with his/her team, as well as member company executives.



What You'll Do



- Act as CLIA's primary point of contact for European institutions –representing CLIA in day-to-day dealings with the European Commission, Parliament, Council and other bodies as appropriate.
- Facilitate CLIA representatives' meeting with decision makers such as Commissioners, high ranking EU-officials and influential MEPs.
- Ensure the development of policies and programs intended to advocate on behalf of the industry in a variety of different settings, including the EU parliament and other elected officials at the local, regional, and national level.
- Participate in media roundtables and interviews, and act as a spokesperson for the association and the industry to a wide body of key constituents, as well as maintain contacts with journalists and specialized media in conjunction with and/or coordinating with the global head of strategic communications.
- Represent CLIA at conferences and events, providing formal presentations and participating in critical networking.
- Other duties as assigned.



Candidate Profile and Qualifications:

- Strong communication skills, both written and verbal, and extraordinarily comfortable and effective in public speaking, in front of the media, testifying before public bodies, and all other aspects of public communication. Accordingly, s/he must be conversant in the range of issues facing the industry as many are garnering increased attention in Europe, including environmental sustainability, tourism policy, and workforce development.
- Strong political acumen in the context of European public policy and advocacy paired with an understanding of the media—particularly in the face of external forces that impact the cruising industry.
- Thorough knowledge of European Union institutions and EU policies, related to climate change, energy, transportation and consumer policies.
- An effective and collaborative leader of teams and have a strong internal and external customer service orientation.
- Demonstrated stature and presence necessary for his/her significant external roles.
- Hands-on and accountable leader willing to “roll up their sleeves” and be an active contributor to the organization’s success.
- Highly energetic, collaborative, strategic, servant-leader with strong business and interpersonal acumen.
- Outstanding judgment and critical thinker.
- Demonstrated organizational abilities, skilled at leading a team to execute and deliver results in a dynamic and fast-paced environment.
- Strategic thought leader with outstanding interpersonal skills, and a style that is collegial, approachable, direct and diplomatic.
- Positive champion of change and progress improvement.
- Skilled at building bridges and developing relationships in a variety of settings with diverse constituencies, globally and locally, with a track record of successfully leading and building consensus in complex environments.
- Outstanding leadership skills that will enable her/him to oversee the management of a complex region as part of a global organization.
- Ability to work well in a team environment and be able to inspire and motivate geographically dispersed staff and volunteer leaders.

Experience:

The successful candidate may come from a variety of backgrounds, including business leadership roles; elected or appointed government positions; trade association management; or public policy and advocacy expertise. If the successful candidate does not have demonstrated experience living and working in other geographies, it is critical that s/he demonstrates the cultural sensitivity to work seamlessly with a broad and diverse set of global stakeholders.

Additionally, the successful candidate will have:

- Experience successfully managing an international budget and people.
- Experience working in a global company or organization or highly matrixed organization.
- Experience directing external agencies and contractors.
- Ability to interact with and direct high-level executives.

Education and Certifications

- Advanced degree in international business, international relations, European public policy, or related field.
- 15+ years in transport / energy / and/or maritime policy.
- 15+ years in public affairs, government relations, including EU policy experience.
- Fluent English speaker with functional abilities in another European language.

Recruitment Process



If you wish to apply for this position, please send your CV and motivation letter to the Dober Partners – CLIA search team below.

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