



# EXECUTIVE DIRECTOR

The Greater New Orleans Hotel & Lodging Association (GNOHLA) is seeking its next Executive Director to lead, advocate for, and advance an industry that is central to the economic vitality, identity, and future of Greater New Orleans.

This is more than an association leadership role. It is an opportunity for an accomplished hospitality, tourism, or stakeholder-driven leader to serve as a visible industry advocate, relationship builder, and voice for New Orleans' hotel and lodging community at a time when hospitality continues to shape the region's economy, workforce, visitor experience, and global reputation.

## Who is GNOHLA?

GNOHLA is a membership-based, nonprofit trade association representing the interests of the Greater New Orleans hotel and lodging industry. The Association brings together hotel leaders, allied businesses, community partners, government stakeholders, and tourism organizations to strengthen the hospitality community and advance the interests of its members.

Through advocacy, education, communication, industry programming, strategic partnerships, and member engagement, GNOHLA works to protect and promote one of the region's most important industries. And the stakes are significant.

New Orleans welcomed 19.46 million visitors in 2025, generating \$10.8 billion in visitor spending, while tourism and hospitality supported more than 85,000 jobs and careers. The hotel and lodging community is at the center of that economic engine.

## The Opportunity

Reporting to the Board of Directors, the Executive Director serves as GNOHLA's chief executive and administrative officer and primary public representative, providing leadership across the Association's operations, advocacy, membership, financial performance, partnerships, programming, and external affairs.

The Executive Director will work closely with GNOHLA's Board, members, elected officials and government leaders, tourism partners, business leaders, and community stakeholders to ensure the Association remains a credible, influential, and highly visible voice for the hotel and lodging industry.

Few cities in the world are as closely identified with hospitality as New Orleans. This is an opportunity for a leader who understands that successful association leadership happens both inside and outside the organization, building relationships, anticipating issues, convening stakeholders, strengthening member value, and ensuring the industry has a strong voice on the issues that matter.

## Who We Are Seeking

GNOHLA is seeking an accomplished, highly relationship-driven leader who brings:

- Senior leadership experience within hospitality, tourism, destination marketing, a trade or membership association, government/public affairs, economic development, or another public-private or stakeholder-driven organization
- Success in member, customer, or stakeholder engagement, sponsorship or partnership development, revenue generation, and event leadership
- Experience working effectively with a Board of Directors and volunteer leaders
- Strong stakeholder management, government relations, public affairs, or advocacy experience
- Financial and operational acumen with experience supporting revenue and membership growth
- Exceptional communication, public speaking, relationship-building, and external representation skills
- The credibility and presence to engage hotel executives, elected officials, tourism leaders, business partners, and community stakeholders

## This is more than an Executive Director opportunity.

It is an opportunity to lead, convene, advocate, and influence on behalf of the people and businesses that welcome the world to New Orleans.



## What Success Looks Like

### Industry Advocacy

- Represent and advance the interests of GNOHLA members with government, industry, business, and community stakeholders.

### Member Value & Engagement

- Build strong relationships with hotel and allied members, strengthen engagement and retention, and ensure GNOHLA remains relevant and responsive to the industry it serves.

### Strategic Leadership

- Partner with the Board to identify emerging issues, establish priorities, and position the Association for continued influence and long-term success.

### Visibility & Influence

- Serve as a credible and compelling public voice for GNOHLA and strengthen the Association's presence throughout the hospitality, tourism, business, and civic communities.

### Organizational & Financial Strength

- Lead GNOHLA with operational discipline while expanding opportunities for membership growth, sponsorships, partnerships, programming, and other revenue sources.

## Explore the Opportunity

Winner Partners has been exclusively retained by GNOHLA to lead the search for its next Executive Director. Inquiries, referrals, and expressions of interest may be directed to: [GNOHLA@winnerpartners.net](mailto:GNOHLA@winnerpartners.net)