



## **Position Description | Executive Director, NWA Tech Summit**

### **About the NWA Tech Summit**

#### **Mission**

As the Heartland's premier conference in this space; the NWA Tech Summit is a mechanism for enhancement, preparation and diversification of the NWA economy.

#### **Vision**

Leveraging regional resources to juxtapose speakers on the forefront of tech trends against a backdrop of rugged yet refined Ozark beauty, Northwest Arkansas Tech Summit is a magnet for top talent across the country; serving as an experiential marketing vehicle for our region to tell its story, showcase its amenities and economic opportunities while elevating and evolving the perception of NWA globally.

### **About the Position**

The strategic focus of recruiting and retaining tech talent is at the forefront of the Northwest Arkansas community and seizing the opportunity to build on an emerging tech hub is integral to the success of the enterprise businesses (e.g. Walmart, Tyson, JB Hunt) that call NWA home.

Having grown an incredible amount over the last decade. The Executive Director of the NWA Tech Summit (NWATS) will have the opportunity and responsibility to continue the evolution of this experiential talent attraction product.

This new role is a senior level leadership position that reports directly to the President/CEO of the Greater Bentonville Area Chamber of Commerce. This position will be a key member of a team engaged in developing and implementing bleeding edge economic development tools, tactics and programs.

### **This job is for...**

Someone who will take ownership and agency over a successful regional event and grow it to a globally recognized experience. It's for someone who has a passion for startups, technology, and working with technologists, creators, and most importantly innovators with outrageous visions to change the world. Bentonville, Arkansas is increasingly becoming known for its world-class amenities. Art, music, food, trails, aviation, data science, supply chain, and retail are assets we are known for and they are increasing in number and quality every day. This job is for the person who can creatively leverage what we have and execute an experience that matches the ambitions of our community, with the upside of building something that will make waves around the world.

**Strategy:**

- Design a strategy that incorporates event press management as well as collateral for email, invitations, website, and mobile application communication.
- Identify research opportunities that align with the mission of NWA Tech Summit.
- Build and maintain relationships with sponsors, influencers, community leaders and other key stakeholders.

**Planning and Process:**

- Create an event budget and roadmap for key deliverables for approval by the Board and/or Leadership.
- Develop content and programming that creates a compelling guest experience.
- Source and negotiate contracts with vendors or partners. Set clear expectations, negotiate terms and conditions, manage expenses, and build strong relationships.
- Maintain invitation database and provide strategic recommendations on additions or edits.
- Coordinate regular meetings and develop collateral including agendas, executive briefings, etc.
- Provide consistent reporting.
- Leverage best practices around delegation of authority.
- Coordinate heavily with the public relationship group and implement strategic marketing plan.

**Management and Execution:**

- Produce events that effectively integrate programming, activations, and transportation.
- Develop partnership and sponsorship opportunities to support events and programs.
- Manage various event workstreams including content, production, communications, and invitations for the NWA Tech Summit, mini summits, and other events.
- Effectively communicate with Chamber leadership and/or NWATS Committee by providing ongoing updates as well as post-event analysis.

**Personal attributes that support your success:**

- Unquestionable ethics and integrity. Demonstrated ability to protect privacy and maintain discretion in dealing with highly confidential information.
- Strong organizational skills that reflect the ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Service approach with a highlighted sense of accountability, empathy, and humility.
- Highly resourceful team-player, solution-oriented, and comfortable operating with incomplete information.
- Effective independently and in a semi-remote environment.
- Often accessible and responsive beyond business hours.
- Very strong interpersonal skills, professional demeanor, and ability to maintain grace under pressure when adapting to a rapidly changing environment, including re-prioritization or reassignment of responsibilities.
- Intellectual agility and the ability to analyze and think critically.

**Additional Helpful Experience Includes:**

- Experience working in small to medium sized companies or a start-up environment.
- Demonstrated record of designing, implementing and running successful events
- Experience working with or within advocacy coalitions and collaboratives.

**About the Greater Bentonville Area Chamber of Commerce**

**Why** – we exist to build a 21<sup>st</sup> century community

**How** – We use a perspective that includes the past and the present while keeping a gaze fixed on the future. We consider the input and attention of major economic drivers and community stakeholders. We use feedback from small businesses. We are trusted with the storylines of the community. We are the troubadour to talent.

**What** – we build programs, events and tools to increase the profitability of large and small businesses in the Bentonville area.

*The Greater Bentonville Area Chamber of Commerce is an equal opportunity employer and is committed to building and maintaining a culturally diverse workplace. We encourage women, minorities, individuals with disabilities and veterans to apply. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status of protected veteran, among other things or status as a qualified individual with a disability.*

**Basic Qualifications**

- Bachelor's degree.
- 5+ years with experience in conference and event management, project management, communications or related field.
- Supervisory experience leading a cross-functional team or complex operation.
- Experience in operations management, programming experience and managing budgets.
- Experience in leadership management and a demonstrated track record of high-performance while being able to use sound judgement and reasoning to make decisions
- Experience managing volunteers, committees, boards and various stakeholders

Please direct inquiries to:

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