



**Job Listing:** Managing Director (NorAm events)  
**Reporting to:** Commercial Director (Group)  
**Location:** Miami, FL.  
**Contract type:** Fixed term to 31 March 2026

### **Principal Function:**

The Managing Director (NorAm events) is responsible for leading and managing the team for STH Group's first sporting event contract, driving strong relationships with all stakeholders to achieve the key programme tournament objectives globally. The role will spearhead the development and delivery of world-class, customer-focused travel and hospitality experiences, fostering innovation and ensuring successful event execution.

In this role, they will also work with the STH Group Commercial Director to manage key relationships with Sodexo Live! North America (NorAm), focusing on business development alongside maximising synergies and optimisation opportunities in NoRAM.

### **Essential Responsibilities:**

- Ensure the complete and successful delivery of the programs, focusing on the intricacies of hospitality, travel, and event experiences that meet or exceed customer expectations.
- Oversee the development and refinement of product offerings, ensuring they align with customer needs and market trends while enhancing the spectator experience.
- Take full ownership of the Profit and Loss (P&L) for the entire programme contract, including STH's profit share from the Japan market which will be managed by JTB, ensuring financial targets are met by closely monitoring budgets, managing costs, and optimising revenue streams to maximise profitability.
- Act as main liaison with key relevant stakeholders and partners, building and maintaining strong relationships, and ensuring all parties are aligned with the project's goals and delivery timelines.
- Work closely with the Sodexo Live! and STH Group central functions to foster innovation in service offerings and best practices to implement into the tournament.
- Ensure the deployment of targeted marketing strategies and develop new revenue channels in consultation with commercial staff, focusing on maximizing profitability and enhancing brand engagement.
- Maintain a project risk register and ensure all activities comply with legal and contractual obligations, proactively managing potential issues and compliance requirements.
- Establish and maintain effective communication channels with both internal and external stakeholders, providing regular and timely updates to ensure transparency and collaborative problem-solving.
- Lead the development of world-class, customer-focused travel and hospitality experiences, ensuring offerings are innovative, tailored to customer needs, and exceed expectations.
- Collaborate with Sodexo Live! to identify and leverage business development opportunities, focusing on expanding revenue streams and optimising joint operations for mutual benefit in the NoRAM region.
- Drive a high-performing team, setting clear objectives, and providing ongoing support and development to ensure key deliverables are met and align with strategic initiatives.

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#### **SPORTS TRAVEL AND HOSPITALITY LIMITED**

Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY

[www.sportstravelhospitality.com](http://www.sportstravelhospitality.com)



## Qualifications/Skills:

- Extensive experience in managing the delivery of international sporting events, with expertise in budget management, financial forecasting, and commercial strategy to maximize profitability.
- Proven ability to lead and motivate cross-functional teams in high-pressure, dynamic environments, driving cohesion and success in complex event settings.
- Strong track record of building and maintaining relationships with key stakeholders, including rights holders, government bodies, and commercial partners, ensuring successful collaboration.
- Skilled in enhancing customer experiences within hospitality and travel, delivering operational excellence and satisfaction through creative program developments.
- Demonstrates the ability to lead inclusively, fostering a collaborative and supportive working environment that encourages team development and collective achievement.
- Exhibits resilience and adaptability, effectively managing changes in project scope and responding swiftly to unforeseen challenges.
- Highly articulate, with exceptional interpersonal skills, capable of engaging diverse audiences and ensuring clear, persuasive communication across all levels of the organization.
- Displays a deep passion for sports and a commitment to creating memorable and engaging experiences, driving the team to innovate and elevate every aspect of the spectator experience at major events.

## Other Requirements:

- Hours may be extended or irregular to include nights, weekends and holidays.

## COMPANY INFORMATION

This role will be part of an inaugural team to represent an exciting project of STH Group, a Sodexo Live company specializing in premier sports, travel, and hospitality experiences at major sporting events worldwide. Contracted through Sodexo Live as the U.S. operator, you'll spearhead the successful delivery of STH Group's first project in the U.S. – creating unforgettable fan experiences whilst endeavoring to establish a sustainable, long-term reputation and presence in the U.S. market.

At Sodexo Live!, we take pride in crafting exceptional events at the most prestigious venues on the planet and creating lasting memories for fans, visitors, guests and team members. Working with Sodexo Live! is more than a job; it's a chance to be part of something greater. Here, you'll build a career where 'everyday' is anything but normal.

Our experiences are unique, and so are our people. Bring your personality, your background and your desire to delight others. In return, we'll give you all you need to thrive. After giving it all, you'll return home knowing that you've played your part in creating a truly unforgettable moment.

## KEY INFORMATION

Thank you for expressing interest in employment with Sodexo Live!. While only those candidates considered for this position will be contacted, your resume will remain on file for 90 days.

*Sodexo Live! is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, age, genetic information, status as a protected veteran or status as a qualified individual with a disability, or any other characteristic protected by applicable Federal, State or Local law.*

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