



**TITLE OF POSITION:** Managing Director (STH NorAm)

**REPORTS TO:** Group Commercial Director / *local dotted line to SL! Executive Vice President, Strategy & Growth*

**NUMBER OF DIRECT REPORTS:** up to 7

**OFFICE LOCATION:** Miami, FL.

**Principle Function:**

We are seeking a Managing Director to lead the establishment, leadership, and growth of STH Group's North American operations. This pivotal role will oversee the mobilisation of a new business unit and high-performing team, ensuring the successful delivery of premium travel and hospitality experiences and the development of a robust market presence through strategic partnerships and new client relationships. Working closely with the STH Group Global Leadership and Sodexo Live! NorAm, this position will play a critical role in achieving reputational and business growth through operational excellence in the US market.

**Essential Responsibilities:**

- **Business Planning:** Build and execute a strategic business plan for the North American market, ensuring alignment with STH Group's global objectives to establish a profitable, scalable operation. Incorporate clear success metrics and robust reporting mechanisms to monitor progress, measure performance, and refine strategies.
- **Team Leadership:** Mobilise and lead a high-performing local team, ensuring effective onboarding, alignment with STH's values, and fostering a culture of innovation and accountability to deliver operational excellence through each of our premium programmes.
- **Programme Delivery:** Mobilise and oversee the successful delivery of our first major tournament in North America, ensuring seamless execution and stakeholder satisfaction, maintaining exceptional service standards in creating memorable customer experiences - establishing high reputation and standards for future events.
- **Operational Excellence:** Establish robust systems and frameworks to streamline operations, ensure efficient, on-budget project delivery, and drive continuous improvement while maintaining exceptional service standards and sustainability.
- **Commercial:** Drive the development of sales and marketing strategies to penetrate new markets and expand brand awareness, ensuring alignment with customer needs and industry trends.
- **Customer Experience:** Lead the development and delivery of innovative and diverse premium experience products, ensuring seamless execution of end-to-end customer lifecycle to uphold and grow our reputation, fostering repeat business and long-term loyalty.
- **Partnerships:** Drive strategic partnerships, collaborating closely with Sodexo Live! NorAm and other stakeholders to leverage existing networks and develop strategic partnerships that align with shared business goals and drive revenue growth.
- **Relationship Development:** Build and nurture relationships with clients, rightsholders, sponsors, and key stakeholders, serving as a key ambassador to expand STH Group's footprint and enhance brand awareness in the North American market.
- **Financial:** Ensure financial success by managing budgets, monitoring performance, and identifying opportunities for cost optimisation and profitability improvement.
- **Risk and Governance Compliance:** Ensure compliance with legal, regulatory, and contractual obligations while managing risk and safeguarding the company's reputation and assets.

**SPORTS TRAVEL AND HOSPITALITY LIMITED**

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

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



## Qualification / Skills:

- **Market Entry and Growth:** Demonstrated success in establishing and scaling profitable operations in new markets, preferably in the sports, travel, or hospitality sectors.
- **Event Leadership:** Extensive experience in delivering large-scale events with cross-functional teams, ensuring operational and commercial excellence.
- **Customer Focussed:** Seasoned in Customer Lifecycle management, passionate about delivering exceptional experiences with a proactive approach to continuous improvement.
- **Financial and Strategic Acumen:** Proven ability to manage budgets, develop strategic business plans, and drive revenue growth while maintaining cost control.
- **Motivational Leader:** Demonstrated ability to lead teams to exceed targets through fostering collaboration, and inspire collective success across sales and marketing functions.
- **Effective Communicator:** Excellent communication skills with the ability to influence, negotiate, and collaborate with diverse stakeholders.
- **Sport Industry Knowledge:** Deep enthusiasm for sport and a solid understanding of the sports and hospitality industry.
- The ability to speak Spanish would be beneficial but is not essential.

## Other Requirements:

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

## COMPANY INFORMATION

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland, Melbourne, Sydney and soon to be Miami - enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world - even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France alongside numerous Grand Slam Tennis experience ventures, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to make the memorable, unforgettable for sports fans.

At STH, you belong to something greater; our experiences are unique and so are our people. Bring personality, your background and your desire for delighting others; in return we'll give you all you need to thrive.

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

## 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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