



President and Chief Executive Officer

Regina Exhibition Association Limited (REAL)

Location: Regina, SK

Situated in the heart of Regina, The Regina Exhibition Association Limited (REAL) District is the largest interconnected event complex in Canada and the centre of sport, business, and entertainment for the community. The Regina Exhibition Association Limited is a not-for-profit corporation that operates the 100-acre REAL District Property. The property hosts many Regina's major events including Canada's Farm Show, Queen City Ex, and Canadian Western Agribition. REAL District is also home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, and numerous concerts, trade shows and conventions.

In this strategic role, the President and CEO's mandate is to lead the organization in achieving The Regina Exhibition Association Limited/s (REAL) strategic priorities and transformation of the property and teams to deliver entertainment, business, sport, recreation and employment opportunities for the citizens of Regina. The role will focus on establishing the strategic path forward by identifying innovative partners and opportunities, assessing the economic metrics for the success of each, providing high-level oversight to current and potential projects, and seeking out additional capital and options for reaching REAL's master site plan.

Key priorities over the first 12-24 will be focused on stabilizing and setting up the organization for future success:

- Develop, structure and enhance the management team.
- Research, analyze and facilitate a sustainable business model.
- Transform and enhance organizational culture.
- Review overall organizational structure, and determine appropriate staffing models.
- Realign stakeholder engagement and expectations with partners and tenants.
- Develop a plan to revitalize and maximize the return of the current assets, including negotiating lease agreements, development and implementation of maintenance plan and PR campaign to rebuild trust with the community including a clear understanding of the role of REAL in the City of Regina. Additional key responsibilities will include:
 - Managing, through the Executive Leadership and Management teams, the overall effectiveness and efficiency of REAL's organization and operations.
 - Developing and recommending to the Board, in conjunction with the Executive and Management teams, a five-year strategic and capital plan. Developing and implementing action plans to achieve these objectives and reporting quarterly, performance against such strategies, business objectives and plans.
 - Identification and negotiation of new business opportunities, expansion and renewal of facilities with Board agreement and in keeping with Board policy regarding the strategic direction of REAL.
 - Promoting and maintaining positive investor relations with internal and external groups, including customers/guests, government and the general public.



The ideal candidate will be a well-rounded and respected business leader with a strong record of accomplishment in leadership, operational management, communications and strategic planning. You will be a strategic thinker with demonstrated emotional intelligence and have a strong record of leading the delivery of world-class customer service and customer relationship management. The successful candidate will also have the ability to establish successful relationships in industries and with all three levels of government involved.

The REAL Board of Directors has engaged DHR Global to manage this search. To explore this exciting opportunity further, please apply directly or submit your cover letter and resume to npariseau@dhrglobal.com, and a member of the DHR Global team will be in contact.

We thank all applicants for their interest; however, only those qualified or under consideration for the role will be contacted.