

Streamlined & Effective Hiring Strategy

CAYUGA COUNTY CONVENTION AND VISITORS BUREAU EXECUTIVE DIRECTOR SEARCH



EFFICIENCY

Consultant vetted **60 applications** received across (4) four platforms with a national reach to ensure a quality candidate pool.



ENGAGEMENT

Consultant conducted **20 phone screens** to connect with potential hires effectively.



PRECISION

10 first-round interviews were recommended to the BOD's ad-hoc search committee members who were vetted to minimize conflicts of interest during interview process.



FOCUSED STRATEGY

2 finalists progressed from the 1st round interviews to a full search committee panel interview requiring a presentation on the topic of "Strengthening Community Partnerships and Destination Marketing"



SELECTION

One candidate was recommended as the finalist to meet with the BOD. The unanimous vote for the presented candidate was recorded at a subsequent board meeting.

CONGRATULATIONS!

Ms. Courtney Rae Kasper - New Executive Director
Effective September 29, 2025