

BOUSQUET

E N T E R P R I S E S



We aspire to expand our portfolio of outdoor recreation and hospitality businesses. This position offers a unique opportunity to help craft a vision for the design and performance of a growing set of operating businesses.

JOB POSTING - PRESIDENT, BOUSQUET ENTERPRISES

This position will lead the development and management of key iconic assets in the hospitality and recreation sector. This is an entrepreneurial role with an opportunity to shape the future direction of the businesses.

Job Vision:

This role is for an entrepreneurial leader who is comfortable with developing new business models. This position will have operations, P&L, and management responsibility for a portfolio of recreational businesses, including Bousquet Mountain, Bousquet Sport (formerly Berkshire West Athletic Club), The Camp by Bousquet, and various food & beverage operations. In addition, this role (and the extended team developed to support it) will be responsible for launching new and innovative recreation, hospitality, culinary, and product concepts in the Berkshires and beyond. There is ample growth opportunity to pursue new acquisitions and business development, along with the geographic expansion of successful business models.

Job Duties:

Oversee the operations of a variety of operating businesses

Create and evolve business plans and financial targets for the businesses

Support the pursuit and analysis of new businesses and product lines to acquire and operate

Develop scalable models to expand to other areas

Lead a team of on-site managers and operators. Develop staffing plans and lead talent to maximize the potential of the operation.

Oversee the operation of *Bousquet Mountain Ski Area, Bousquet Sport, and The Camp by Bousquet*



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- Lead the business plan development of a new base area to include year-round operations
- Create financial and operational targets, and produce reporting packages measuring results
- Develop staffing plan for the year-round success of the business, and oversee leadership team and functional expertise
- Balance providing a detailed knowledge of the operational performance while delegating the day-to-day operating aspects of the business
- Oversee the operation of food & beverage operations
- Oversee promotional strategy and drive effective marketing and social media synergies across properties
- Work with the Design Director to establish innovative design concepts that are recognized broadly
- Provide data driven performance assessment and analysis across all projects and businesses

Help to identify and have management responsibility for new businesses, products, and services

- Develop expansion plans for successful business models
- Work closely with the Mill Town functional team (Management, Finance, Property Mgmt., Construction, Design) to leverage internal skill sets to support business development
- Develop a strategic plan to include staffing needs, branding, technology, and opportunities to derive revenue generation through 3rd party management
- Test concepts through pop-ups or other quick market validation techniques

Qualifications:

- An entrepreneurial background with demonstrated success in assessing business models and developing sustainable plans
- 10-15 years' experience in recreational operations, hospitality management, food and beverage operations, or other applicable consumer-facing equivalent
- Extensive P&L management experience, with expertise identifying business drivers and reporting on KPI's
- Management experience overseeing large, diverse teams across functions and / or businesses
- Understanding of business model drivers and key metrics of hospitality operations
- Bachelor's Degree
- MBA or equivalent work experience



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Key Characteristics:

- Demonstrated leadership ability and excellent verbal and written communication skills
- Entrepreneurial mindset while being data-driven
- Self-starter with an ability to work independently in areas of ambiguity
- Demonstrated professional integrity
- Great attitude, fun, team player
- Not satisfied with status-quo – a creative thinker
- Desire to make an impact

Benefits:

- Compensation and benefits package based on experience and qualifications
- Base salary with incentive package based on performance metrics

Candidates can submit resumes to info@milltowncapital.com

Mill Town is the owner of Bousquet Enterprises. Mill Town is a community investment group based in Pittsfield, Massachusetts, in the heart of the Berkshires. We focus on improving our region through impactful business investments, visible real estate projects, and broad community development efforts. Our Mission: To expand and improve the quality and quantity of opportunities to live, work, and play in the Berkshires. We work collaboratively to improve our community and region by investing in valuable projects, building connections, and empowering entrepreneurs and community organizations.



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