



OVERVIEW:

We are looking for a strategic, entrepreneurial and influential person to lead business development activities for the Toronto Parking Authority (TPA). Your primary task would be to consistently increase “revenue per space” while maximizing civic utility. Using your business skills, creative ideas, modern perspective and political acumen you would help develop and advance projects such as the “highly successful” Green P mobile payment app; the rapidly expanding bike share program; and new service agreements with public and private sector partners across the City.

ABOUT THE TORONTO PARKING AUTHORITY (TPA):

The TPA is the largest supplier of municipal parking in North America and manages approximately 19,000 on-street parking spaces; 21,000 off-street parking spaces; and provides access to 5,000 bicycles across the City of Toronto. With 2018 revenues of \$166 million the TPA provided a \$56.9 million dividend to the City of Toronto and its taxpayers. 42 cents from each dollar earned is returned back to the City. There is a significant retail component to this role with over 32.9 million individual transactions processed last year.

POSITION PURPOSE:

In alignment with TPA’s mandate and strategic focus, the Vice President, Business Development oversees the formation and execution of strategic development, investment and business partnerships to promote revenue and growth. As a member of TPA’s senior leadership team, the Vice President, Business Development tracks mobility and market trends, recommends innovative solutions and services to support strategic partnerships and guides long-term objectives to meet TPA business needs and City transportation requirements.

MAJOR RESPONSIBILITIES:

- Leading strategic business development planning and execution to increase revenue and growth, including the identification and evaluation of potential investment, divestment, partnership and management agreement activities
- Overseeing and aligning marketing and development initiatives, including entering into strategic vendor relationships, implementing new ideas and tools to support strategic focus
- Developing effective business partnerships with City departments, agencies, various levels of government and third party vendors or customers, ensuring service delivery, procurement and contract management best practices are followed
- Developing and maintaining policies and processes to support organizational governance and growth initiatives within the organization supporting continuous improvement and transformation
- Assessing and setting parking rates in accordance with TPA policy, mandate and strategy
- Overseeing the investment and management business cases, including project proformas, KPIs and budgets for current and future projects, ensuring alignment of the financial plan with project plans and provide performance tracking
- Leading the Business Development and Parking Strategy team, ensuring effective communication and alignment of all projects and priorities across the team and the broader organization
- Working effectively across business units and functions to identify opportunities and maximize synergies
- Preparing detailed reports for the President, the Board of the Authority, and various Standing Committees, Community Councils and Toronto City Council as necessary, on matters related to

the development and implementation of TPA's mandate and strategy

- Liaising as directed, with the Office of the Mayor and Members of Toronto City Council, Business Improvement Areas (BIAs), media, etc., on matters related to parking to promote the interests of the Toronto Parking Authority
- Collaborating and liaising with TPA Operations, as well as City Divisions (Municipal Licensing, Legal, Transportation, Police Service, etc.) relating to the Parking Program; participating in coordination of legislative and policy aspects
- Other duties as required

WORKING RELATIONSHIPS

- Internal staff
- Board of Directors
- Mayor and Members of Toronto City Council
- Heads of City Departments, Agencies and Corporations
- City staff
- Vendors, consultants
- Customers

QUALIFICATIONS, EDUCATION AND EXPERIENCE:

- Possess a bachelor's degree in a relevant field such as business administration or marketing; an MBA is preferable, CFA an asset
- 10+ years of senior leadership experience in a strategic planning or business development role

SKILLS

- Demonstrated leadership ability with exceptionally strong communication and presentation skills, written and verbal
- Collaborative and influential, with strong interpersonal and coaching skills
- An analytical problem solver with strong financial modelling skills
- Sound judgment and proven business acumen
- Deep retail and / or transportation mobility knowledge
- Demonstrated negotiating and conflict resolution skills
- Strong political acuity
- Exceptional planning and organizational skills; thrive on delivering results in a complex environment

WORKING CONDITIONS

- Mainly office environment with some local travel required

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