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Opportunity Profile

Chief Executive Officer

Location: Calgary



About Heritage Park

<https://heritagepark.ca/>

Heritage Park is one of Canada's most respected cultural, educational, tourism, and community institutions. As Canada's largest living history museum, Heritage Park welcomes visitors from around the world and engages thousands of volunteers, donors, members, sponsors, and community partners.

Heritage Park's purpose is: ***Discovering Our Past, Inspiring Our Future.***

In a fast-growing city, shared places matter. Heritage Park gives Calgarians a place to learn, gather, commemorate, volunteer, and see more of their community reflected in the stories we tell. Heritage Park is one of Calgary's essential civic places — helping connect people to the past, to each other, and to the future of Calgary as a community. Independent community research confirms Heritage Park's standing in the region: 51% of those surveyed ranked Heritage Park among the top two attractions most important to Calgary, 69% of Calgarians believe it is a great place to visit, and 71% agree it allows visitors to feel completely immersed in history.

In 2025, Heritage Park achieved one of the strongest operational years in its history. Attendance reached 682,841 visitors (including 60,000 students), with particularly strong growth in catered events, plaza activations, memberships and community participation.

Heritage Park employs more than 1,600 seasonal and permanent staff whose passion and dedication bring the Park to life every day. The organization also saw continued growth in volunteer engagement and community partnerships. Nearly 1,000 volunteers contributed approximately 51,000 hours, while more community organizations, schools and external groups engaged with the Park through programming, events and collaborative initiatives.

Heritage Park also continued expanding its role as a place where diverse histories, cultures and communities are welcomed and commemorated. A major milestone in 2025 was the expansion of Indigenous-led programming under the leadership of Senior Indigenous Advisor, Anita Crowshoe, ensuring these experiences are guided authentically and collaboratively. The Park also continued building relationships with communities whose stories help broaden the way Alberta's history is shared, including Black, Jewish, Chinese, Muslim, and other community partners.

Upcoming initiatives include:

- Refresh of the Strategic and the Revitalization Plans
- Expanded year-round programming in Heritage Plaza
- Continued guidance from the Circle of Original Knowledge
- New and expanded rail experiences
- Growth of education programming and curriculum-based experiences

The goal remains the same: To create meaningful experiences that connect people to the past and to each other.

The Role: Chief Executive Officer

Heritage Park is seeking an experienced executive leader to lead and preserve one of Canada's most important cultural institutions while accelerating its long-term financial sustainability, organizational capability, and community impact.

Heritage Park is entering one of the most significant periods in its history. Building on a strong strategic foundation, the next CEO will have the opportunity to lead the implementation of the Revitalization and Master Plans while strengthening Heritage Park's financial sustainability, organizational capability and reputation as one of Canada's premier cultural and tourism destinations.

Reporting to the Heritage Park Society Board, the next CEO will have the rare opportunity to lead a beloved institution while shaping its future for generations to come. This role extends far beyond traditional museum leadership.

The CEO will lead an organization that operates simultaneously as:

- A major tourism and visitor attraction
- A charitable and community-based organization
- A fundraising and donor development enterprise
- A commercial hospitality, events, food, beverage, and retail business
- A government-funded cultural institution
- A steward of significant historical assets and infrastructure
- A volunteer-powered community organization
- A major seasonal employer
- A long-term city-building and revitalization initiative



The Chief Executive Officer is responsible for the overall leadership, strategic direction, operational performance, financial sustainability, fundraising success, government relations, and public reputation of Heritage Park Society.

The CEO serves as Heritage Park's principal ambassador and is accountable for building strong relationships with government, donors, sponsors, volunteers, community partners, employees, guests, and the Board of Directors.

Strategic Priorities:

Within the First 12 Months

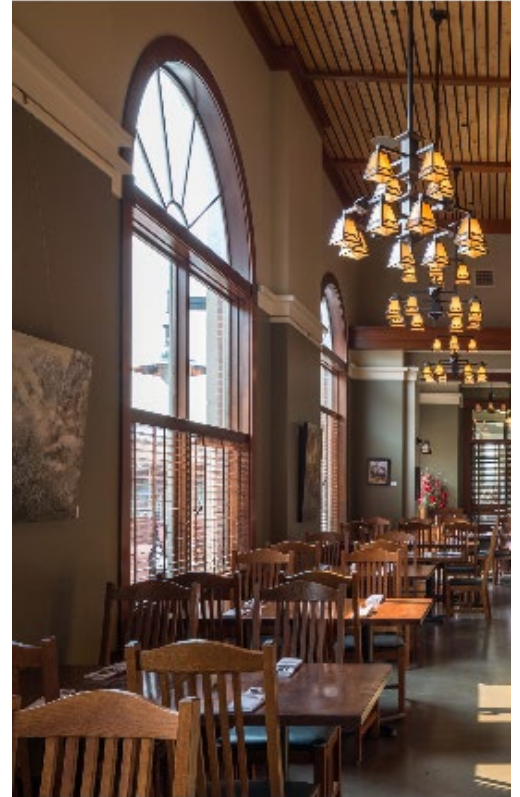
The successful CEO will:

- Build trust with employees, volunteers, Board members, government and stakeholders.
- Align and strengthen the Executive Leadership Team.
- Advance implementation of the Revitalization and Master Plans.
- Strengthen fundraising and donor engagement.
- Improve organizational culture and employee engagement.
- Establish clear priorities that improve financial sustainability.

Within Three Years

The successful CEO will:

- Secure long-term funding for the Revitalization Plan.
- Build a high-performing executive team.
- Improve Heritage Park's long-term financial sustainability.
- Strengthen relationships with government and major donors.
- Position Heritage Park as one of Canada's premier living history destinations.



Why This Role Matters:

The next CEO will have the opportunity to leave a lasting legacy by helping transform Heritage Park into Canada's premier family destination and one of North America's most respected cultural institutions. This is a role for a leader who can balance purpose and performance, heritage and innovation, community impact and financial sustainability. The CEO will build and empower a talented aligned executive team.

Reporting to the CEO are the following leaders:

- Chief Development Officer
- Chief Financial Officer
- Corporate Secretary & Executive Communications Specialist
- Vice President of People & Culture
- Director of Food, Beverage & Hospitality
- Director of Marketing and Commercial Operations
- Director of Programming & Experience
- Sr Advisor for Indigenous Relations & Programming

The CEO will unite these functions around common goals, build trust and accountability across the executive table, and foster a culture where heritage expertise and business discipline reinforce one another.

Key Responsibilities:

Strategic Leadership

- Lead the execution of Heritage Park's Strategic Plan, Mission & Vision
- Establish annual and quarterly organizational priorities and initiatives
- Ensure long-term sustainability and growth

Financial Stewardship

- Ensure financial sustainability and responsible resource allocation
- Oversee budgets, forecasts, risk management, and capital planning
- Grow diversified revenue streams

Government Relations & Advocacy

- Build and maintain relationships with municipal, provincial, and federal government
- Advocate for Heritage Park's priorities and funding requirements
- Secure public funding and strategic partnerships
- Indigenous community engagement

Fundraising & Development

- Lead fundraising strategy and major gift cultivation
- Support sponsorship, donor, and foundation development
- Work closely with the Foundation and fundraising leadership
- Develop strong, trusted relationships with key donors and stakeholders

Organizational Leadership

- Build and mentor a high-performing Executive Leadership Team
- Promote accountability, engagement, and leadership development
- Support succession planning and talent development
- Develop a strong organizational culture
- Successfully lead people through major initiatives and change
- Build strong employee and volunteer engagement, ensuring Heritage Park is a great place to work and volunteer

Visitor Experience & Community Engagement

- Champion exceptional guest experiences
- Increase attendance, memberships, and community participation
- Strengthen Heritage Park's community relevance and reputation

Revitalization & Growth

- Lead implementation of the Heritage Park Revitalization Plan
- Contribute to the Strategic Plan refresh, shaping the next phase of the park's evolution around new immersive experiences and more diverse stories and voices
- Support major capital projects and infrastructure investment
- Position Heritage Park for long-term growth



Board Relations

- Maintain a productive and transparent relationship with the Board
- Support effective governance and policy implementation
- Provide timely information and strategic advice to support informed Board decision-making
- Build a trusted relationship with Board members
- Provide candid updates on strategy and execution
- Respect governance boundaries
- Communicate openly and proactively
- Support the continued evolution of the relationship between the Society and Foundation Boards

The Person

The Board is seeking an accomplished and inspiring executive leader who possesses a unique combination of strategic vision, commercial acumen, fundraising capability, government relations experience, public leadership, and community-building skills. The successful candidate will inspire confidence among employees, volunteers, donors, sponsors, government officials, community leaders, and the Board of Directors.

Candidates will need to bring experience from tourism and visitor attractions, cultural institutions and museums, hospitality, destination organizations, large charitable organizations, public-private partnerships or other complex mission-driven organizations



Core Leadership Competencies:

Leadership & Organizational Culture

- Building high-performing executive teams
- Develops future leaders
- Creates organizational alignment
- Builds trust through transparency and accountability
- Employee engagement and culture building

Strategic Leadership & Vision

- Long-term planning and execution
- Organizational growth and transformation
- Balancing operational excellence with strategic ambition
- Mobilizing the organization towards a common vision and mission

CEO-Board Relationship & Governance

- Partnering effectively with the Board of Directors to advance strategic priorities
- Providing clear, timely reporting and decision-support to enable sound Board oversight
- Experience with different board committees and structures
- Understands the distinction between board and management responsibilities

External Leadership, Government Relations & Public Affairs

- Serves as Heritage Park’s principal ambassador
- Community and stakeholder engagement
- Strong municipal, provincial, and federal relationships
- Experience securing grants, funding, or public investment
- Political acumen and advocacy skills
- Fundraising and external relationships
- Public speaking and communications

Business Acumen

- Financial and budget management
- Operational leadership
- Building alignment through periods of change
- Leading organizational transformation
- Driving measurable results

Industry Knowledge

- Museum experience and/or hospitality, tourism, retail, or events experience
- Genuine appreciation for living history and human-to-human storytelling as the core of the guest experience
- Financial and budget management
- Revenue diversification
- OHS and Real Estate is considered an asset
- Experience with Indigenous relations and initiatives

Personal Characteristics and Leadership Philosophy

The successful candidate will be:

- Confident
- Authentic
- Collaborative
- Community-minded
- Humble
- Transparent
- Caring
- Politically astute
- Strategic yet practical
- Highly accountable
- Financially disciplined
- Respect for Heritage Park’s history while embracing innovation





Express Your Interest

Heritage Park is an equal opportunity employer committed to diversity, equity, and inclusion. We encourage all qualified applicants to apply, including women, Indigenous people, persons with disabilities, members of visible minorities, members of the 2SLGBTQ+ community, and others who may contribute to organizational diversification of ideas.

Email a convincing cover letter and tailored resume (PDF or Word) to **Shalini Bhatti** or **John Dugdale** at **apply@leadersinternational.com**, indicating the job title in the subject line of the email.

Leaders Executive Search
www.leadersinternational.com