



Executive Director, Digital Services

Tourism Saskatchewan is a provincial Treasury Board Crown Corporation whose purpose is to promote Saskatchewan as a tourism destination by providing in and out-of-province marketing, delivering visitor services, education and training, and product and industry development.

The organization is seeking an Executive Director of Digital Services, based in Regina. As part of the Executive Leadership Team, this position plays a pivotal role in shaping the future of Tourism Saskatchewan's digital ecosystem. The successful candidate will lead policy development, monitoring, and management oversight, while driving innovation and capacity-building initiatives in information management, technology, and security. This leadership role will ensure the sound stewardship of the organization's digital assets, aligning with strategic goals and positioning Tourism Saskatchewan to thrive in an evolving and competitive tourism landscape.

The ideal candidate will bring relevant education in Computer Science, Business Administration, or a comparable field, along with more than five years of experience in a senior technology role. They will demonstrate visionary leadership and a proven track record in strategic planning, with a strong customer-service orientation for both internal and external stakeholders. Exceptional communication skills—verbal and written—are essential. Experience with cloud-based services, Sitecore, AI integration, and digital transformation will be key to success. Knowledge of these technologies within a tourism context will be considered an asset.

We are seeking a dynamic, innovative leader who can anticipate industry trends and embrace emerging technologies to reach both the tourism industry and visitors in new and impactful ways. This individual will collaborate effectively with internal and external partners, manage resources strategically, and inspire teams to deliver cutting-edge digital solutions that enhance Saskatchewan's tourism experience.

A comprehensive compensation and benefits package is provided.

Applications should be sent, in confidence, to:

Joan MacPhail
Executive Director, Human Resources
Tourism Saskatchewan
189-1621 Albert Street, Regina, SK S4P 2S5
Joan.MacPhail@tourismsask.com

Applications must be received by 9:00 am on Monday, January 19, 2026.

Additional organizational information is available at
<https://business.tourismsaskatchewan.com/>.