



MOVING UP

Congratulations Kasey Burke

In her relatively short time here at Jay Peak, Kasey has moved from seasonal Wedding Coordinator to Wedding Sales Manager and will now also be overseeing conference sales in her combined role at Wedding & Conference Sales Manager. Having Kasey oversee both these critical segments allows us to best schedule weddings and conferences to maximize revenue and pace events across the season. It is no small amount of responsibility to manage ~\$3M revenue (and growing) and Kasey is supported by an exceptional team including Brittany Marquette, Annalisa Sovary, Jenn Stelma, and Adriana Sanchez.

Kasey worked as a teacher in California and Vermont before finding her way to our Sales Team here at Jay Peak. At first blush, not the work history you'd expect for a sales role but, in fact, equipped Kasey with all the tools and skills to excel. She is immensely detail orientated, curious about the people she works with (both colleagues and couples), thoughtful and considerate, brings positivity to all interactions, and sets a high bar for all our events. Above all else, Kasey's work ethic is bar none – whether she's working through the many event inquiries or supporting her team at their events, she does not quit.

Thank you, Kasey, for growing the wedding and conference segments with professionalism, intent, and with an approach we can all learn from.

Kim Hewitt

Director of Marketing & Resort Sales

