



MOVING UP

Congratulations to Brianna Stovall.

Please join me in congratulating Brianna Stovall on being named Jay Peak Director of Marketing effective August 6th. Bri will be responsible for all tactical and campaign-based brand marketing, the Jay Peak website and web application, partnership marketing, on-campus merchandising, press and public relations, in-house design, and working with the special events team to continue bringing, executing, and marketing music and events here at the resort.

Bri joined the Jay Peak team back in the winter of 2012/2013 as indoor staff for our Ski Week program and quickly proved herself an invaluable asset, providing administrative support for the Ski and Ride leadership team, and was promoted to several roles within the Ski and Ride team across the next several seasons.

In 2017, she was promoted to a Human Resources Specialist role with the Human Resources Team, and then promoted to a Manager in 2018, where she focused on recruitment, onboarding, employee communications, and was an active member of the Benefits and Recognition Committee as well as other Human Resources initiatives across the resort.

In 2024, she joined the Marketing Department as a Marketing project manager, where she helped lead marketing campaign coordination, departmental workflow, and cross-departmental marketing initiatives and support.

Bri has both a natural marketing savvy and understands that marketing is, as much as anything, a key fulfillment department that plays a major role in supporting the efforts of our profit centers here at Jay Peak. She has succeeded across every role she has played and every step forward she has taken here at Jay Peak and I expect more of the same from her in her new role as Director of Marketing.

Steve Wright
General Manager