



Congratulations to Andrew Lanoue.

Congratulations, Andrew, for Moving Up into the role of Brand & Creative Manager.

Like many, what initially brought Andrew to Jay Peak was a passion for skiing and riding. He started here at the mountain as a Ski & Ride School instructor and over the years - through a mixture of hard work, innate talent, and exceptional people skills, Andrew grew into a position that brings together his love of snowboarding and the Jay Peak community with his unique creative perspective.

As Brand & Creative Manager, Andrew is responsible for the overall tone of all our creative across photo, video, and written assets from high level brand campaign development to the creation and deployment of tactical ads, videos, and stories. It's a tough role to fill because it demands both a facility across standard design tools and platforms paired with a nearly-impossible-to-teach understanding of the Jay culture and community, which Andrew has in spades.

Aside from being incredibly talented, Andrew values the friendships and relationships he's developed not just within the Marketing & Sales team, but across the resort. He is always ready to assist and works people from pretty well all departments. These connections allow Andrew to not only be an exceptional member of the Jay Peak team, but his interest in people and their stories strengthens how we present the Jay Peak community.

I consider myself to be incredibly lucky to have worked with and learned from Andrew over these years many years. Congratulations, Andrew, on your new role.

Kim Hewitt

Director of Marketing & Resort Sales