



MOVING UP

Congratulations to Kim Hewitt.

Congratulations to Kim Hewitt who has been promoted to The Director of Marketing and Resort Sales.

Kim started with Jay Peak back in 2002 as the Public Relations Manager and has held positions in Marketing since, including her most recent stint as The Director of Marketing for the past 7 years. Her new role will integrate her previous focus on resort branding, messaging, paid media planning and event development, with all aspects of Resort sales from weddings and conferences to day and destination groups. Bringing both of these departments under one roof will allow for better communication, more tactical sharing of resources and more opportunities to develop existing staff into both disciplines.

Kim's thorough understanding of the business, into what drives profitability and what our guest's value in terms of experience. as well as a solid understanding of Jay Peak's guest demographic in general, will put her in a position to succeed, immediately, in this new role.

Given her departments will be driving the guest visitation that, ultimately, drives every dollar that makes its way into the resort, success in these areas is crucial to the overall viability of the business and her being entrusted with this responsibility is something she has earned across more than two decades of dedication and hard work.

Please join me in wishing her luck and congratulating Kim in her new role.

Steve Wright
General Manager

