



# MOVING UP

## Congratulations to Robert Hodgkins.

Congratulations to Rob Hodgkins who has Moved Up into the newly created position of **Director of Revenue, Reporting & Product Integration**.

Rob joined Jay Peak in 2009, back when our Sales Team was made up of two sales reps promoting the old Hotel Jay, skiing and riding, and not much else. Since then, and with Rob's guidance, the team has grown to 15+ exceptional people who contribute \$13M+ to the resort's overall revenue across a much more diverse range of lodging, activities, and segments. Leisure Day and Destination sales have a solid roster of repeat groups and both hustle for new business and field calls to grow the segment each year. The Conference, Weddings, and Sports Sales Teams are gaining back their momentum following both the Receivership and Covid, bringing in much needed summer business to help bridge the shoulder seasons and, frankly, make it feasible for the resort to operate across the quieter months when weddings, conferences, and groups drive more interest than retail. It's a lot of balls to have up in the air and Rob has become a master juggler.

Rob excels at developing processes and using data to guide decision making. These skills were an important part of the mix that allowed the various Sales Teams and segments to grow, pretty rapidly in step with the resort expansion, and that complement our retail programming. As resident excel master, Rob has generously helped us all, at one time or another, to better organize and understand information. Rob is proactive in using his innate skills and deep knowledge of the resort's performance to help forecast both stronger and weaker periods so we can adjust our sales and marketing plans.

It is these skills that have led Rob to his new role, where will continue to be responsible for the cohesive development of rates across all profit centers including lodging and all activities and services. He will then take on the creation of our suite of base products and services in both Sirius and Inntopia, plus brainstorm new programming and promotions, when needed, to incrementally grow revenue across the resort. Finally, Rob will continue to expand our business intelligence tool, Domo, and supplement with additional custom reporting to help us all operate our areas more efficiently and profitably. This is an important role in the ongoing success of the resort and something I personally value and rely on.

Congratulations, Rob.

**Steve Wright**  
General Manager

