

DAVE TRAGETHON

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SUMMARY

Dynamic business leader who motivates, inspires passion, fosters collaboration, and instills shared vision in alignment with aggressive organizational goals. Creative problem solver and turnaround specialist with a proven history of transforming seemingly “unachievable” challenges into highly effective solutions. Multifaceted communications and PR executive, team leader, and strategic communications architect with a consistent record of developing and executing breakthrough strategies for enhancing communications, brand visibility, connecting with audiences, maximizing sales and revenue growth in competitive resort and hospitality markets. Customer-centered strategist, with an acute marketing instinct and deep proficiency in a wide array of conventional, online communications and public relations tools and methodologies. Highly creative, with ability to formulate and execute innovative ideas. Skilled moderator and facilitator able to empower diverse teams to discover shared objectives and commit to setting and achieving common goals. Accomplished and inspiring public speaker and sought-after authority by news media. Skilled crisis communications expert.

SKILLS & EXPERTISE

Strategic Planning & Execution • Sales & Business Development • Revenue & Profit Optimization • Team Building & Leadership • Strategic Partnerships • Brand Strategy & Management • Market Research & Analysis
Turnaround Leadership • Crisis Communication • Special Event Management • Technology Implementation
Strategic Communications Leadership • Entertainment • Podcasting • Copywriting • Commercial Production

EXPERIENCE

MT. HOOD MEADOWS | Mt. Hood, OR

Vice President of Sales & Marketing

2016 – Present

Sales & Marketing Director / Executive Director

1994 - 2016

Create and implement all marketing functions, including strategic communications plan development, social media communications, strategic plan development, customer demographic research and analysis, market research, product pricing and development, direct marketing, sales, advertising, promotions, partnership acquisition, and special events. Develop financial analysis and forecasting reports and prepare and administer the sales and marketing budget. Recruit, hire, and train leadership for Marketing, Sales, and Communications divisions. Oversee staff tasked with producing marketing materials (print and digital), video and radio ad production, digital marketing, managing all aspects of guest communications, and developing successful high impact special events and promotions.

Business Development & Revenue Growth:

- Championed a Growing Visitation Tactical Operating Plan that produced a record revenue year, season over season visitation growth of 25%, 20% increase in season pass revenue and a 140% increase in Spring Passes. The effective promotion of the Explore Your Mountain Home Experiences generated thousands of off-peak visits from new mountain enthusiasts and is a finalist for the coveted 2023 National Ski Areas Association (NSAA) Conversion Cup award.
- Created and led the Covid Readiness Task Force to implement safety practices to protect our team and guests during the 2020/21 season resulting in no workplace transmissions of Covid, winning the NSAA Team Safety Program award.

- Generated advance capital to gain a one-year head start to fund the construction of a 23,500 square foot dining and skier services lodge essential to providing comfortable guest space while growing guest visit yield.
- Revolutionized season pass sales strategies that quadrupled season passholders in 5 years, growing advance sales more than nine-fold over that period.
- Developed and implemented content marketing and targeted email communications strategy that accelerated growth, increased advance sales, and grew e-newsletter subscribers from 4,000 to 100,000 over 4 years, while significantly decreasing advertising costs. Successfully delivered 5,000,000 customized emails annually reaching a 42% industry-leading open rate.
- Significantly reduced the impact of the low snow 2014/15 season by generating an additional \$1 million in season pass sales post-deadline with impromptu advertising campaign; marketing budget reductions, and emphasis of snow harvesting capabilities through no-cost social media and high-profile media action plans that focused on how much snow coverage that boosted visitation.
- Architected strategic plan that significantly reduced advertising costs, while building guest database seven-fold in a 3-year period, using communications, social media and public relations strategies.

Technology Implementation:

- Built and web-mastered original *SkiHood.com* in 1995, the most visited winter travel and recreation site in Oregon and oversaw two major site revisions in 2008 and again in 2013. The site serves more than 3 million sessions to nearly a million users and has grown into the primary communications vehicle and ecommerce driver for advanced sales.
- Led task force in reengineering site to create an engaging experience for diverse user groups on all digital devices, with a goal of growing visitation, guest engagement, loyalty, and revenues.
- Created automated guest quality survey and net promoter score report that provided management with comprehensive guest feedback, resulting in a 40% NPS improvement the first year.
- Directed I.T. department during implementation of RFID gates and integration into POS program.

Communications Leadership:

- Developed and implemented communications strategies and managed the communications staff, established key performance indicators and metrics.
- Served as the company's principal spokesperson; appearing on hundreds of broadcast media (TV and radio) news programs to assure consistency in messaging and during times of crisis.
- Primary content creator for company publications, web site, presentations and media releases – copious writer authoring hundreds of media releases and blog articles.
- Public speaker both internally and externally, addressing community issues, concerns and presentations at civic organizations, ski clubs and at Mt. Hood Meadows team orientations and board meetings.

Executive Team Member from 2007 through Present

- Executive management team responsibilities include the oversight of safe, effective, efficient and enriching daily operations and administrative functions of the resorts.
- Worked consistently and collaboratively with the C.E.O. to establish and implement strategic mid and long range planning and innovative products, services and facilities, facilitating alignment of the company strategic plans, operating and Capex budgets, mission statement and core values.

FERRINGWAY MANAGEMENT COMPANY | Durango, CO

General Manager

1993 - 1994

Recruited by Managing Partner to manage a 50-unit condominium resort complex for nightly and seasonal rentals and oversee all facets of operations, including front desk, reservations, housekeeping, landscaping and maintenance.

- Maximized summer occupancies and revenues while reducing operational expenditures. Increased fall occupancies and revenues by 25% over previous year. Improved owner relations attracting more rental properties to our management pool. Increased advance winter bookings by 45%.

ANGEL FIRE CORPORATION | Angel Fire, NM

Marketing & Sales Director

1992 - 1993

Recruited by Vice President of Operations, based on prior success with Monarch Recreation, to lead the turnaround of this underperforming ski resort and 157-room hotel/conference facility, which had been down-trending for 3 consecutive years. Directed marketing and sales activities, including development of high-impact marketing collateral, advertising and promotional materials, special events, and promotions.

- Led resort's most successful season in its 26-year history, exceeding 200,000 skier visits (vs. 150,000 5-year average), and increased hotel occupancy by 10% and phone reservations by 70%.

MONARCH RECREATION CORPORATION | Monarch, CO

Vice President of Sales & Marketing

1989 - 1992

Recruited by President to lead the turnaround of a bankrupt, unprofitable medium-sized ski area, 100 room hotel, restaurant and campground. Developed and executed all marketing functions, managed a \$450,000 budget and directed a staff of nine.

- Achieved three-year plan of producing a profit for the company (first time in more than five years), emerged from bankruptcy and successfully sold the company to new ownership in just two years. Three consecutive record-breaking seasons for revenue, skier visits, hotel occupancy and net profit.
- Increased summer 1990 occupancy at hotel by 50%. Designed and installed computerized resort inquiry system which then "bridged" to reservation system to efficiently convert inquiries to booked business
- Awarded "Officer of the Year" by new ownership and was invited to Japan to consult on and learn from their business models.
- Founding member and curriculum consultant of *Colorado Loves Company* hospitality program and first person to be fully certified in the program. Trained entire Monarch Recreation Corporation staff and received the Colorado Hospitality achievement award "#1 in Hospitality" that year.

DURANGO SKI CORPORATION | Durango, CO

Sales Management

1983 - 1989

Summer Operations Manager

1988 - 1989

Recruited by President to develop a regional PR and sales program to appease local apprehension about at-resort lodging expansion.

- Increased group skier visitation by 30% in two-year period and sales of local discount card from 500 to 2,500 first year. Designed computerized sales management system to track group sales representative activity, group inquiries and conversions to booked business. Established relationships with tour operators, wholesalers, travel agents and airlines to increase fly-in skier visits and lodger nights. Developed first regularly scheduled weekend bus service from Albuquerque, New Mexico to Purgatory.
- Operations Manager for summer activities overseeing Alpine Slide, mountain bike uplift, disc golf course (that I designed) and performance center. Produced and starred in a western musical stage show (lead vocalist), dinner BBQ, and daytime variety show.

KDGO | KIUP/KRSJ FORDSTONE, INC | Durango, CO

News Director / Radio Station Management

1978 - 1983

My broadcasting career allowed me to experience all facets of radio station operation and small business management. Wrote, produced and scheduled commercials, created and organized special promotions, public relations campaigns and contests. News Director responsible for writing and producing seven newscasts per day, creating interest in and presenting issues of importance to the public, identifying issues, scheduling experts and addressing issues on interview programs.

- 1980 Associated Press Colorado News Station of the Year Award
- Colorado Broadcaster's Association awards for commercial copywriting

EDUCATION

BROWN INSTITUTE | Minneapolis, MN
1st Class FCC License

1976

ADDENDUM

TECHNICAL SKILLS

Microsoft Office Suite:

Word, Excel, Power Point, Outlook, Exchange

Adobe Creative Suite:

Photoshop, Illustrator, InDesign

Mac Creative: iMovie, Final Cut Pro, Garage Band

Meltwater Media Relations and PR Software

Acoustic Email Management System

Sitecore Content Management System

Google Analytics / Ad Words

SEO / SEM / PPC Campaigns

Social Media Platforms

RTP Point of Sale System

AWARDS

2023 NSAA Conversion Cup Finalist

2021 NSAA Best Team Safety Program

NSAA Marketing Achievement Award

NSAA National Guest Service Award

Travel Oregon Community Partnership

Colorado Tourism Board Hospitality Award

Horizon Interactive Awards for Skihood.com

- Silver - responsive/mobile design category

- Bronze - travel and tourism category

American Snow Sports Journalists Alpine

Hospitality Award

Associated Press News Station of the Year

PROFESSIONAL AFFILIATIONS

2019 – Present Oregon Snowsports Industries Association (Ski Oregon) Board of Directors, President

2019 - NIDIS (National Integrated Drought Information System) Grant Application Panelist

2007 - 2017 Hood River Visitors Council, Vice Chairman, Member

1994 - 2019 Ski Oregon Marketing Committee Chairman and Show Committee Member

Colorado Ski Country USA Marketing Committee

Colorado Ski Country USA Gems of the Rockies Committee

"Colorado Loves Company" State Tourism, Hospitality Program Advisor

Colorado Junior Miss, Master of Ceremonies

FEATURED SPEAKER

2018 - NSAA National Convention and Trade Show

- Panelist Learning to Thrive: How 3 Resorts are Using Omni-Channel Marketing to Grow Year Round

2015 - 2018 Winter Weather Conference - American Meteorological Society

2015 - NIDIS Presentation - Climate change impacts on NW ski areas

2013 - PNSAA Annual Conference "Growing the Sport" Presenter and Panel Moderator

2012 - iSite Design Delight Customer Experience Conference <http://youtu.be/S0WT8EipKMw>

Travel Oregon Tourism Partnership Development Presentation

Guest Service Hospitality Training and Presentations

Company Orientation Motivational Speaker

REFERENCES

TODD DAVIDSON

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