

April 14, 2008

FOR IMMEDIATE RELEASE

Contact: Lesley Compagnone  
Town of Snowmass Village Community Relations  
Phone: 970-923-3777 ext. 613  
Fax: 970-923-6083



## **Town of Snowmass Village Consolidates Marketing, Special Events & Group Sales Departments; Names Hamley Director**

**Town of Snowmass Village, CO** – A Committee designated by the Snowmass Village Marketing, Special Events & Group Sales (MSE&GS) Board, which includes the Town Manager and three Board members, sought input from the business community regarding evolving the staff organizational structure. By consolidating Marketing & Special Events together with Group Sales, a more traditional, cohesive tourism organization is well-positioned to develop and manage strategies and plans for the development of economic vitality to benefit Snowmass Village as a whole. There will also be an improved level of synergy between the two teams, enhancing the capability to market Snowmass to booking groups.

Susan Hamley, who assumed a newly created Marketing Director position within the Town in April 2003, has been responsible for Marketing, Special Events, Public Relations, Corporate Partnerships, Online and Guest Services. In this restructure Hamley's job has expanded to also include Group Sales. One of her first tasks is to lead the national search to fill the currently vacant Group Sales Director position.

"Susan's impressive career and expertise in marketing, sales and special events makes her the perfect person to take the helm of this exciting reorganization," said Russ Forrest, Town Manager. "While her skill set is impressive, it's her passion and love for this Town and her proven leadership skills that come through everything she and her team does to market it. Heading up Group Sales is a natural extension; a challenge I know she will meet head on."

Hamley manages a 2.5 percent sales tax-funded marketing budget which has grown from \$2.5 million to \$4 million over the past five years. Under her leadership, the Snowmass resort has seen the development of aggressive marketing campaigns and the strengthening of partnerships under the Aspen/Snowmass brand. New event programs like Chili Pepper & Brew Fest, Snowmass Nationals, Snowmass Wellness Experience and various others filling every weekend in summer were introduced as a strategy to encourage trial and influence return.

"I'm really proud of what this team has accomplished in a relatively short timeframe," said Hamley. "Working more closely as one department with our very experienced Group Sales staff will maintain shared vision, consistent messaging, and greater integrated, measureable results for the resort."

Prior to joining the Town, Hamley's background included more than twelve years sales management at Citicorp Diners Club. As Vice President, Sales Development & National Events, she and her team were responsible for developing Corporate Card acquisition strategies and executions for more than 80 sales representatives. Hamley earned recognition for programs such as reorganization of territories by geography and industry, creating a centralized sales administrative pool, introducing new technologies, and establishing and executing comprehensive lead generation programs which are still used today. Her team identified and paid out sales incentives, delivered frequent skills & product training, and customized proposals which were influential in signing World Bank at \$100 million and IBM in five multinational countries. Hamley was also responsible for nationally televised events and planned and executed related high end groups and meetings both at Citi and then with her own business for six years prior to joining the Town.

###