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Taos Ski Valley Promotes Three to Executive Ranks

New roles will support resort's B Corp values while focusing on guest experience

TAOS, NM – May 26, 2021 – [Taos Ski Valley](#) promoted three key staff members to vice presidents this week in a move designed to invest additional resources and leadership around the resort's execution of its 'better, not bigger' strategic vision, and reinforce its work around diversity, environmental stewardship, and inclusion.

The promotions include:

- **Dawn Boulware to Vice President of Social and Environmental Responsibility** – In this role, Dawn will oversee Taos' B Corp certification and other resort-wide environmental work. Additionally, she will lead the resort's expansion of its diversity, equity, and [inclusion initiatives](#).
- **John Kelly to Vice President of Operations** – John will manage all on-mountain summer and winter operations. He will also oversee the resort's participation in its forest sustainability and fire mitigation work supporting the [Rio Grande Water Fund partnership](#) with The Nature Conservancy. John will also ensure all aspects of future mountain improvements and investments are done with the highest standards of environmental stewardship.
- **Eduardo Sampere to Vice President of Hospitality** – In this role, Eduardo will oversee operations of the award-winning, LEED-certified The Blake at Taos Ski Valley, The Blake Residences, and all of the resort's restaurants. As part of his duties, Eduardo will continue to find innovative ways to incorporate [industry-leading environmental practices](#) into the resort's hospitality operations, such as the recent investment in a food composter to significantly cut food waste.

"Dawn, John, and Eduardo are proven and extraordinary leaders and are the perfect people to help lead Taos Ski Valley's \$300M renaissance," said David Norden, CEO of Taos Ski Valley. "With these new positions, we are further committing and investing in our core values and B Corp ethos. Our staff is aligned and focused on ensuring we grow better, not bigger, and that we use our business as a force for good."

Taos will begin its summer operations in early June, offering an array of new activities including a new Via Ferrata, mountain biking trails, scenic chair lifts rides, hiking and more.

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About Taos Ski Valley

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a \$300 million renaissance making it one of North America's premier vacation and adventure destinations. With more than 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley is the industry's only B Corp Certified ski resort, which means it operates with the highest standards of environmental sustainability, and social and economic justice. An independently owned and operated resort, Taos maintains an authentic charm while delivering a world-class experience both on-mountain and off for skiers and riders of all abilities. Taos Ski Valley is proud to participate in the [Mountain Collective and Ikon Pass](#). To learn more about Taos Ski Valley and its B Corp commitment, please visit www.skitaos.com.