



Taos Ski Valley Names John Kelly Chief Operating Officer

April 13, 2023, Taos Ski Valley, NM – [Taos Ski Valley](#) has promoted John Kelly to Chief Operating Officer (COO). Kelly, who was formerly the Vice President of Operations, will now lead all resort departments and continue the focus on refining and enhancing the Taos Ski Valley mountain recreational experience, year-round.

Kelly has been with Taos Ski Valley since 2015. During this time, he has overseen on-mountain and base area operations, as well as skier services. As COO, Kelly will expand his purview to overseeing all aspects of the day-to-day operation of the resort.

“Taos Ski Valley is an iconic destination, long-known as a skier’s mountain steeped in history, culture, and community. I’m thrilled to take on this leadership role,” said Kelly. “My connections with the local community, my deep respect for our staff, passholders and guests, and most of all, my passion for skiing and this mountain will influence me every day.”

Among Kelly’s initial projects will be overseeing the replacement of two chairlifts this summer: the Pioneer lift, and the replacement of Lift 4 for a high-speed quad. Resort wide, Kelly will focus on programs and initiatives that build upon the quintessential Taos experience from start to finish, on-mountain and off including pre-arrival and après ski offerings to round out the experience.

Kelly will report to David Norden, Taos Ski Valley CEO. Norden will step back from day-to-day operational activities and focus more exclusively on strategic direction, and high-priority initiatives such as the resort’s B-Corp commitment to environmental and social efforts, while taking on additional responsibilities with the resort’s parent company.

“Over the past fifteen years, John has earned the respect of his colleagues and the ski industry, and I’m thrilled to have him elevate into this leadership role for the entire resort,” said Norden. “He is a capable and enthusiastic leader who will keep us moving forward every day while also ensuring Taos Ski Valley stays true to its ‘better, not bigger’ mantra.”

Upon graduation from the University of Tennessee in 2004 with a finance degree, Kelly began his tenure in the ski industry at Deer Valley as a lift operator. Kelly moved to Telluride Ski Resort where he gained more responsibility over ten seasons while he also earned his MBA from Colorado State University. In 2015, Kelly moved to Taos Ski Valley to become the resort’s Director of Operations,

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then Vice President of Operations in 2021. He lives in Taos with his wife and two children.

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, and is also a CarbonNeutral® certified business, 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](#), and to be named to Fast Company's 2023 Most innovative Companies list. To learn more about Taos Ski Valley and its B Corp commitment or net zero goals, please visit www.skitaos.com.

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