

# TAOS

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## **David Norden Named Next Chief Executive Officer of Taos Ski Valley**

*Resort revival continues to build momentum*

**TAOS, NM – July 14, 2016** – Taos Ski Valley (TSV) announced today that resort industry veteran David Norden has been appointed Chief Executive Officer and will begin work on July 25.



“Taos Ski Valley is evolving into a multi-season resort destination, and as such the executive responsibilities are expanding,” said TSV board member Peter Talty. “David brings superb industry expertise to the ski valley, which will be critical as we prepare for the launch of The Blake hotel this winter and expand our on-mountain opportunities.”

Norden will oversee all existing Taos Ski Valley resort operations including The Blake, a new slopeside hotel, which is slated to open this winter. Current CEO Gordon Briner will transition to Chief Operating Officer and oversee the ski valley’s core revenue departments including ticketing, the snow sports school, food and beverage, retail and rentals. He will also play a role in planning expanded summer programming that will develop over the next few years.

“I am thrilled to join the famed Taos Ski Valley, a destination that is celebrated for its extraordinary ski terrain, distinctive personality and cultural mystique,” said Norden. “I look forward to the challenge of leading the resort into the future. It is an incredibly exciting time to be here as we celebrate and hold tight to what makes Taos Ski Valley unique, while also introducing substantial improvements and an environmental ethic that will enhance the visitor experience. My family and I are very much looking forward to being part of the Taos community.”

Norden began his career in the ski industry working for the SE Group. He worked as the vice president of Spruce Peak Realty of the AIG Global Real Estate Investment Corp, where he was instrumental in launching the renaissance of the historic Stowe Mountain Resort and securing the first-ever Audubon International Certified Sustainable Community designation. Norden also served as Project Manager for the Hines Resorts development of Aspen Highlands Village, Colorado.

For the last nine years Norden worked as the founder and president of Owls Head Partners, an international resort development management company. He provided planning and development services for numerous resort communities, including projects at Taos Ski Valley, and others around the world including Bretton Woods, New Hampshire; Grand Targhee, Wyoming; Mount Snow, Vermont; Terra Viva, Colombia; and La Estancia de Cafayate in Argentina.

**About Taos Ski Valley**

Located in northern New Mexico, Taos Ski Valley is one of North America's premier ski and snowboard destinations, with more than 305 inches of average annual snowfall and more than 110 trails. Taos Ski Valley has a relaxed, friendly atmosphere, spectacular scenery and amazing terrain, truly making it a world of its own.

To learn more about Taos Ski Valley, please visit [www.skitaos.com](http://www.skitaos.com).

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