



JESSE TRUE
TRUE MOUNTAIN CONSULTING

Jesse True is an outdoor industry executive with 20+ years in the industry who enables innovative advances in resort and hospitality settings. He is a ski resort subject matter expert with experience at world-class organizations like Copper Mountain, Intrawest Colorado, and Vail Resorts. Jesse's strategies deepen relationships while positively transforming processes, improving revenue, and inspiring people in a variety of areas, including international sales, marketing, public relations, digital connections, terrain park advances, golf destinations, special events, and strategic partnerships.

As a longstanding leader at Copper Mountain, Jesse has an exceptional record of continuously innovating daily operations and delivering positive outcomes by leveraging technology, creating programs, expanding customer experiences, building community loyalty, and safeguarding emergency response. In addition, Jesse manages strategic priorities, guides employees, mentors future leaders, and allocates multimillion-dollar budgets to consistently secure positive outcomes.

In his most recent role as interim general manager and senior vice president at Copper Mountain, Jesse is responsible for delivering growth, pioneering innovative programs, retaining staff, improving customer experiences, and reducing costs. He guides quality customer experiences through improving processes, enhancing audience outreach, and supporting community needs. His quality leadership and communications have improved employee engagement, resulting in better employee retention and positive lasting impacts.

Before his leadership roles at Copper Mountain, Jesse contributed to revenue growth at Intrawest Colorado, where he guided marketing, sales, and revenue management. Under Jesse's leadership, Intrawest Colorado experienced a 45% growth in revenue while engaging customers in new ways, including social media outreach and special events.

Jesse's talents ensure staff satisfaction, improved customer experiences, and a quality and safety culture resulting from his program and performance initiatives. In earlier roles, Jesse developed protocols and

standards, wrote and managed programs, and improved customer service through metrics analysis, regulatory compliance, policy development, training programs, and improvement efforts.

By extensively fostering relationships, Jesse has established and continues to grow affiliations with colleagues and community members. Jesse served as a board member for Colorado Tourism, Past President for Copper Mountain Village Homeowners Association, and is a board member for Team Summit high Country Soccer.

Jesse holds a Bachelor of Arts in sociology and political science from the University of Oregon. He is an active community volunteer, a former board member of Colorado Tourism, and a past president of the Central Reservations Association of Destination Resorts.