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TODD BENNETT NAMED DEER VALLEY PRESIDENT AND CHIEF OPERATING OFFICER

DEER VALLEY RESORT; PARK CITY, UTAH (July 13, 2022) – Alterra Mountain Company announced today that Todd Bennett has been selected as President and Chief Operating Officer (COO) of Deer Valley Resort effective August 1, 2022.

A hospitality and ski industry veteran, Todd’s career has focused on elevating guest experience through his extensive and unique experience at The Walt Disney Company, Vail Mountain, and through the creation of the outdoor publishing company, Open Road Ski Company.

Todd spent nearly two decades at the Walt Disney Company, most recently serving as Executive Director of Product. In that role, Todd led a team of executives and planners charged with growing and optimizing the merchandise, food and beverage, space planning and the digital guest experience at the Disneyland Resort in California. His previous positions with the company included stints as General Manager, Disney California Adventure Park; General Manager of Downtown Disney, Parking and On-Site Sales; Director of Experience Design and Senior Manager of Membership Development/Season Pass. In these roles, he was responsible for developing the vision, strategy and execution for multi-hundred-million-dollar businesses serving millions of guests each year.

Todd began his career in the ski industry in 1999 in Colorado, spending several years at Vail Mountain overseeing resort operations, staffing and guest relations. Todd’s passion for ski and the outdoors led him to co-found an artist-focused outdoor media company, Open Road Ski Company, a direct-to-consumer publishing business that works closely with legendary ski map artist James Niehues, which led to *The Man Behind the Maps*, one of the best-selling ski books of all times.

“Deer Valley is a beloved and revered destination with a legacy of service to its employees and guests. Todd is the natural leader to be at the helm of bringing Deer Valley into its next era, while honoring the legacy of this special place,” said Mark Brownlie, Chief Operating Officer, Alterra Mountain Company. “Todd has an impressive background in developing and leading guest-centric teams by focusing on the overall employee experience and culture. His vision to blend legendary experiences only found at Deer Valley, with new and innovated offerings ahead, plus his love of the mountains, is an ideal match for a resort that is committed to setting the bar for excellence in guest service.”

As President and COO, Todd will oversee Deer Valley’s daily operations and place a priority on enhancing the guest experience to reinvigorate the “Deer Valley Difference.” Todd will immediately focus on the Snow Park base area redevelopment, the reimagining of 15 acres of surface parking lots at Snow Park into a modern and convenient premier base area, as well as bolster the ski-only resort’s long-standing brand reputation for impeccable mountain conditions, renowned food and beverage and exceptional guest service provided by a dedicated staff.

“I am thrilled at the opportunity to bring my experience in destination operations and service to Deer Valley and contribute to the ‘Deer Valley Difference’ that makes this place so special,” said Todd Bennett, Deer Valley Resort’s new President and COO. “I have long loved the mountains and the history of the ski industry and am honored to be joining this community and be a part of its future.”

A headshot is available for download [here](#).

For more information about Deer Valley Resort, visit the resort's website at deervalley.com or contact Senior Communications Manager Emily Summers at esummers@deervalley.com or 435-645-6522.

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About Deer Valley Resort

Deer Valley Resort located in Park City, Utah, revolutionized the ski industry by providing the first-class service one would receive at a five-star hotel. The ski-only resort offers 21 chairlifts, 103 ski runs, six bowls, 300 annual inches of powder, 2,026 acres of alpine skiing, limited lift ticket sales, numerous restaurants, three elegant day lodges, hundreds of luxury accommodations and a renowned Ski School and Children’s Center. Deer Valley was named the Best Local Resort in the 2021 Park City’s Best Awards, Best Ski Resort in the U.S. in Condé Nast Traveler’s 2022 Reader’s Choice Awards and is honored to be ranked as the United States’ Best Ski Resort by the World Ski Awards for nine consecutive years (2013-2021).