



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Press Release

Waitsfield, Vermont, 1st September 2016

Search for Mad River Valley Chamber of Commerce Executive Director leads to hire of Jasmine Bigelow, Experienced Chamber leader.

Jasmine Bigelow has been hired as the new Executive Director of the Mad River Valley Chamber of Commerce (MRVCC). Bigelow has been the Marketing Director at the Stowe Area Association (SAA) for the past 10 years. The SAA is an organization that supports commerce in the Stowe area, similar to the function of the MRVCC.

“Hiring someone with Jasmine’s experience and talent is a clear example of the Chamber’s determination to generate momentum and positive impact for our members’ businesses while maintaining our quality of life here,” said Amy Todisco, MRVCC Chair-Elect and Chair of the Executive Director Hiring Committee. “We interviewed 14 candidates and were very impressed with the high quality of the people we met, but Jasmine stood out for her experience, marketing savvy and ability to create and expand relationships with members, the media and the Vermont tourism industry.”

The MRVCC Executive Director Hiring Committee included June Anderson, Lori Klein, Jack Sharry and Todisco.

“We found Jasmine to be engaging, energetic, experienced, and connected to journalists and tourism advocates and Chamber leaders across Vermont and the Northeast,” said June Anderson. “She is extremely conversant in Internet and social media marketing and fully understands the job and what is required to succeed.”

Bigelow, who grew up in Wolcott, VT, has been the marketing director for the SAA since 2005. She developed the creative strategy for the brand, designed communications to appeal to market segments, oversaw creative direction, media buying, digital marketing, and social media; and managed all public relations, cross-brand partnerships, and industry relationships, among other duties for the SAA. From 2013-2015 Jasmine was on the board of directors of the Vermont Tourism Summit, and was a speaker at their annual conference earlier this year. She also served as a juror for the 2015 VT Governor's SMART award for Creative Marketing in Tourism.

In addition, Jasmine writes about area arts and artists for regional publications, including Art New England and Stowe Magazine. Prior to Stowe, her professional experience included a clothing brand in California, the Central Vermont Solid Waste Management District in Montpelier, and the New England Board of Higher Education in Boston. Jasmine is an avid mountain biker and skier, and loves living and working in Central Vermont.

“I have long had an affection for the Mad River Valley and the creative, authentic people here,” said Bigelow. “As I went through the interview process with the Chamber, I found the honest portrayal of the challenges and the opportunities ahead to be very exciting. I was particularly struck by the desire to reach the right balance between a vital economy and preserving and enjoying the quality of life the Mad River Valley offers. I look forward to doing some great things together.”

Jasmine will begin her tenure as MRVCC Executive Director on September 26th, 2016.

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