

# DJ Ewan

725 Granlibakken Road, Tahoe City, CA  
USA

Mobile/Cellphone 704 733 0678  
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## Career summary

I am a seasoned professional, having worked as vice president of operations, strategic development, and has senior level marketing involvement for the past 17 years. Ten years have been with a multi-location, multi-venue conference and events organization, leading and directing operations and marketing for them. I have broad and solid experience across the many facets that make up a successful business, allowing me to see the big picture. My greatest value-add comes through me being analytical, as well as creative. I have led and strategized with marketing teams, interfaced with contractors and agencies, and delivered numerous successful projects. I am very committed, detail driven, highly relational, and a very quick learner.

## Experience

February 2021 – present **Granlibakken Management Company**

### **Director of Business Development**

The business is involved in multi-property hospitality ownership and management, property management and strategic and leadership development for other organizations. I have been developing a way forward for the business interests of the company, in a time of volatility, constant change and disruption. I lead in marketing, operations, and strategy. As well as having, executive level involvement in finance and human resources, to ensure that GMC not only survives but thrives in the future.

July 2010 – March 2020 **Grace Enterprises**

### **VP of Operations and Projects**

Spent ten years leading operations in different parts of this rapidly growing, multi-location, successful organization. Venues hosted regular events, as well as special ad hoc events on a regular and ongoing basis. Venue sizes ranged from 1,000-seater state of the art live performance rooms to small meeting rooms. I was initially recruited to head-up expansion from one to multiple locations. Created, refined and led the group IT strategy. Created new white papers, policies and procedures to facilitate growth. Successful, ongoing financial control of group and branches, creation of and adherence to budgets. Improved asset maintenance and control. Reviewed and co-created strategies for departments, and locations, in a matrix environment.

June 2009 – June 2010 **Sabbatical leave**

Took a year out to backpack around the world with my wife. Started off in London and headed East until we arrived back in the UK a year later.

July 2002 – May 2009 **Sage**

### **VP Sales and Operations**

Sage are market leaders in developing, selling and supporting best of breed business and payroll software for small and mid-sized businesses. During my years at Sage, the teams that I led were delivering double digit growth percentages each year, and I was managing ever increasing headcount to deal with the incredible growth. We maintained the market leader position for our products during this time. I led my region to make record-breaking sales and build-out state of the art training venues. Responsible for nurturing key customer accounts which featured in the top accounts nationally each year. Managed and grew relationships with major retailers including strategies for training, promotions and incentives. Cross departmental interaction within the business to strategize and provide valuable feedback loops for product and process enhancements. Management of fixed assets through the region. Recruitment, training, disciplinaries and HR within the region.

## Education

**University of the Witwatersrand**

Johannesburg, South Africa

- Bachelors Degree - Business

- majoring in Business Information Systems and Business Economics and Marketing
- Awarded the Andersen Consulting (now Accenture) Third-year Project Prize.

P O Box 6329  
Tahoe City, CA 96145

November 22, 2022

Kirstin Guinn  
NLTRA

Hello Kirstin

I am applying for a position on the Tourism Development Committee at the NLTRA. I currently hold the position of Director of Business Development at Granlibakken Management Company.

I have lived in and been actively involved in tourist towns since 1996. Not one of the towns where I have stayed has been in decline, and a couple of them have been through massive change due to tourism related development projects, where I witnessed the highs and lows of these projects for the community and tourists.

I am currently serving on the board of Ski California, and as vice-chair of the NLTRA TBID Zone 1 committee, both of which are directly linked to tourism within our region. I have and continue to work at a strategic level within the hospitality and tourism industry at Granlibakken Management Company where my involvement stretches across Granlibakken Tahoe on the West Shore, and the Franciscan Lakeside Lodge in Tahoe Vista. Granlibakken is a major employer in North Lake Tahoe, and this keeps me connect to local sentiment, as well as aware of challenges that unhealthy tourism poses to our community.

I believe that I can contribute as someone who has been a member of a number of marketing teams, and I currently lead marketing for Granlibakken Management Company, and work in a strategic planning position right now. I am used to working as part of a team both remotely and in person.

Personally, I am confident that I would add value to the committee. I feel that I am able to sit well in the tension between developing our region for tourism, and making it a great place to live and thrive for local residents.

I hope that you will consider my application favorably.

Thanks  
DJ

DJ Ewan  
Director of Business Development  
Granlibakken Management Company  
Mobile 704 733 0678

November 28, 2022  
NLTRA  
100 N Lake Blvd  
Tahoe City, CA 96145

# To Whom it May Concern,

Having worked in Hospitality and Event management for almost twenty years and in numerous positions, I am writing to you today in regards to the opening on the Tourism Development Committee. I have been building a professional career here in North Lake Tahoe for the last 4 years, three of which were spent with the NLTRA working very closely with this committee, submitting multiple events for approval/discussion, I thoroughly understand the process of what it takes to review these events and campaigns and the metrics needed for success.

In the course of my career, I have had the pleasure of working in all aspects of the industry, and in three of the top resort communities in the country (hotels, golf courses, restaurants, universities, non-profits, independent schools, and lastly the NLTRA itself) -

In addition to my extensive experience with this TDC Committee while on NLTRA staff, I have expertise and experience in successful event planning, coordination and execution, as well as fundraising.

My resume is attached, for you to review my background.

I would welcome the opportunity to meet with you to discuss how my experience might be best fit to the TDC Committee.

Thank you for your consideration.  
Sincerely,

Katie Biggers  
Executive Director, Tahoe City Downtown Association  
Katie@visittahoe.com | (970) 343-9742 (c)

# KATIE BIGGERS

EVENT | CHAMBER | DEVELOPMENT  
PROFESSIONAL

## PROFILE

Organized event and chamber professional seeking a position that will help me utilize my skills in a professional environment, allowing me to contribute to the organization's success



## REACH ME



(970) 343 9742



katie@visittahoecity.com



www.visittahoecity.com



1265 Sequoia Avenue

Tahoe City, CA 96145

## SKILLS

### EDUCATION

#### UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Mgmt.

Bachelor of Science:

*Event Management*

Event Planning

Hospitality Management

Volunteer Management

Chamber Management

### EXPERTISE

DESTINATION

SOCIAL

WEDDINGS

CORPORATE

## EXPERIENCE

**August 2019-March 2022**

**NORTH LAKE TAHOE RESORT ASSOCIATION** Chamber Manager | Sr. Event Specialist- North Lake Tahoe, CA/NV

Implemented strategies and tactics for the North Lake Tahoe Resort Association (NLTRA) Chamber of Commerce membership program, member and consumer special events, and the NLTRA event sponsorship programs. Assisted the CEO in communication and built support for the Tourism Business Improvement District (TBID) passage.

Coordinated partner member programs, engagement activities, volunteer/ambassador programs, while fulfilling Chamber programming and expanding working partnerships with regional business associations.

Developed and coordinated partner communications and content for NLTRA programs and services including the NLTRA.org website and partner social channels.

Implemented strategies and tactics for NLTRA sponsored special events, the special event partnership funding program, event recruitment, sponsorship, budget and contract management, and ROI analysis. Oversight and management of the BACC committee and other committees.

Managed and coordinated all aspects of Special Event Sponsorship and Partnership Funding contracts. Responsible for Sponsorship/Event Selection, Recommendation, and Presentation to Stakeholders  
Creation and Execution of All Contracts – Negotiations, Execution, and Fulfillment of Obligations  
Responsible for Budget Management – Forecasting, Actualization. Oversight of contracts with PR/Marketing Agencies for Event Specific Contracts

Creation and Communication of Content for Event Producers/Partners. Organization and Promotion of On-Site Event Activation's. Assistance with Permitting, Creation of Event Recaps and Appropriate Reporting to the County of Placer. Assist event organizers with all other event logistics when requested.

Coordination and execution of out-of-market event sponsorships. Assisted in New Event Acquisitions  
Oversaw planning, promotion and execution of NLTRA owned special events in conjunction with appropriate departments: Annual Community Awards, Summer Recreation/Membership Luncheons, Business Seminars, etc.

## December 2016- Present

### **KBI EVENTS, LLC** Owner | Event Coordinator - Vail, Colorado

Vail, Colorado based wedding planning, and event design. Specializing in weddings, corporate events, fundraisers, holiday parties, and receptions.

## April 2017- January 2018

### **VAIL VALLEY CHARITABLE FUND** Events and Sponsorship Manager - Vail, Colorado

*The Vail Valley Charitable Fund (VVCF) was created in 1996 to provide assistance to individuals who live and work in Eagle County experiencing a financial hardship due to a medical crisis or long-term illness.*

Planned beneficiary fundraising events and annual fundraising events (BecTri, LG Tri, Summer Solstice Trail Run, Oktoberfest Shuffle and SteamMaster Golf Tournament) -- and created all social media marketing to promote the events accordingly.

## October 2014- December 2016

### **VAIL MOUNTAIN SCHOOL** Event Coordinator | Assistant Development Director - Vail, Colorado

**Event Coordination:** Coordinated, and facilitated a variety of school related events:

sports banquets, faculty appreciation events, book fair, garage sale, luncheons, large donor dinners, alumni events and the annual gala and auction.

Maintained communication with speakers, volunteers, vendors, and participants; coordinates and monitors event timelines; reviews and analyzes evaluations.

Collaborated with Parent Partners with efforts supporting the mission and vision of the school

Built rapport with students through school activities (hut trips, orientation trips, service-learning trips)

Manage the special events budget

**VMS Gala and Auction** (420 attendees): Chair/VMS Administrative Lead

Provided key leadership for the annual fundraising gala and coordinate volunteer efforts to ensure all fundraising goals are achieved.

Organized and input silent and live auction items into database, created menu and set theme for event, facilitated ticket sales, and manage vendor needs during program.

Acted as liaison to catering staff, entertainment and bid pal specialists.

Assists with forward-thinking development and strategic programs that optimally grow the annual, major, and capital campaigns; and endowment.

**Volunteer and Alumni Relations, and Raisers Edge Database management:**

Identified, researched, and spearheaded the implementation of a diverse and multifaceted fundraising program to support the school's strategic vision, cultivating a culture of giving and gratitude across all constituencies and socio-economic strata

Nurtured and maintained highly collaborative and professional relationships with trustees, school personnel, parents, volunteers and community partners

## May 2010- October 2014

*MVPT is a non-profit specializing in historic preservation*

### **MARTHA'S VINEYARD PRESERVATION TRUST** Special Events Coordinator - Martha's Vineyard, MA

**Responsible for the management of historic landmark properties during weddings, concerts and corporate events.**

Worked closely with caterers, promoters, wedding planners and hosts to ensure an enjoyable experience for guests and to minimize impact on historic buildings.

Implemented and managed multiple social outlets. Continually increased visibility by promoting importance of the organization.

**A Taste of the Vineyard: Thursday's Gourmet Stroll** (1,200 attendees):

created floor plans and staff schedules, facilitated ticket sales, and managed vendor needs during set up.

**Saturday's Patrons' Party & Gala Auction** (375 guests):

organized silent and live auction items, assisted the committee with silent auction display, solicited donations and recruited volunteers. Acted as liaison to catering staff, photographer and band.

**Generations Picnic** (750 attendees)

Established budget, negotiated with suppliers, vendors and entertainers. Sourced highly qualified caterers, photographers and other talent. Recruited, trained and oversaw a team of 20+ volunteers.

Developed plans for event décor, invitations, and menu.

## OTHER EXPERIENCE

### **TRUCKEE NORTH TAHOE LACROSSE**

Board Member | Truckee, CA

### **HIGH SIERRA LACROSSE FOUNDATION**

Board Member | Reno, NV

### **TRUCKEE TRIBE**

U 12 Lacrosse Coach

Assists in creating a safe environment that

emphasizes fun, positive growth and sportsmanship.

Contribute in teaching age appropriate lacrosse skills and game instruction to Truckee Tribe U12 players.



### **BOARD AND COMMITTEE INVOLVEMENT**

NTBA BOD, TCDA BOD, NTBA Economic Vitality Committee, TCDA Business Advocacy Committee, Placer County Economic Development Covid-19 Response, Placer Regions Business Retention & Expansion Project

### **TAHOE TRUCKEE LEADERSHIP PROGRAM**

Graduate 2020 | North Lake Tahoe/Truckee, CA

# REFERENCES

**Robb Olson**

TCDA Board President  
LAND TO LIVING  
TAHOE CITY, CA  
530-414-4769

**Kat Hill**

TCDA Board Member  
TAHOE WEEKLY  
TAHOE VISTA, CA  
775-813-4709

**Judy Friedman**

Owner  
THE PAPER TRAIL  
SECRETARIAL & BUSINESS  
SOLUTIONS  
TAHOE CITY, CA  
530-581-5692

**Karen Willcuts**

Program Director  
LEADERSHIP- NORTH LAKE  
TAHOE-TRUCKEE  
TRUCKEE, CA  
530-448-4143

**Meg Rottman**

Director of Properties  
and Event  
Management  
MARTHA'S  
VINEYARD  
PRESERVATION  
TRUST  
EDGARTOWN, MA  
(508) 330-6753

**Sarah Johnson**

HR Director (Past)  
VAIL MOUNTAIN SCHOOL  
VAIL , CO  
(563) 505-4747

**Deb Shay**

VMS Parent &  
Gala Committee Member  
VAIL MOUNTAIN SCHOOL  
VAIL , CO  
(970) 331-3141

**Brooke Skjonsby**

Executive Director  
VAIL VALLEY  
CHARITABLE FUND  
VAIL , CO  
(303) 884-8299