



Sara Otte Coleman

Director

Oversees state brand and marketing, strategic direction and performance. Tourism Division administration, vision and goals. Serves on Commerce Senior Leadership Team, primary liaison for Tourism policy.

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Penny Blotsky

Marketing Coordinator

pjblotsky@nd.gov
701-328-7265

Executes project management, assists with marketing strategies and campaign development, analyzes marketing efforts and supports statewide logo and Commerce website needs.



Deanne Cunningham

Group Travel Marketing Manager

decunningham@nd.gov
701-328-2502

North American group sales and marketing, hosts product development tours, attends marketplaces, provides content for group publications and advertising. Agritourism development.



Kayla Jo Finley

Communications Specialist

kjfinley@nd.gov
701-516-3560

Commerce communication plans, news releases, talking points, newsletters, writing for publications, and related writing and editing.



Mike Jensen

Outdoor Promotions Manager

mijensen@nd.gov
701-328-2509

Outdoor media relations, media tours, consumer travel shows, niche marketing, outdoor recreation product development and policy tracking. Film inquiries and partner brochure distribution program.



Alicia Jolliffe

Social Media Strategist

ajolliffe@nd.gov
701-328-2548

Develops social media strategies and implements across all Commerce channels. Creates and tracks KPIs. Supports state social users.



Heather LeMoine

Marketing & Research Manager

hleimoine@nd.gov
701-328-5372

U.S. and Canada marketing, promotional publications, advertising, e-marketing, tourism research, cooperative programs and contact for North Dakota Travel Industry Conference.



Tricia Miller

Digital Systems Manager

tamiller@nd.gov
701-328-5328

Website manager: nd.gov, NDTourism.com and Commerce sites, database management, CRM, data system and software management and support.



Amy Schmidt

Digital Content Specialist

amrschmidt@nd.gov
701-328-5315

Develops, coordinates and executes content on NDTourism.com. Manages partner access submissions. Develops industry newsletter content.



Kim Schmidt

Communications Manager

ksschmidt@nd.gov
701-328-2532

Public relations program, media liaison, content strategy and implementation. Hosts media tours, national pitches, supports state communication platforms.



Cassie Theurer

Digital Asset Specialist

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701-328-5387

Photo and video asset management and liaison for state DAM system. Coordinates Governor's Photo Contest, photo needs, location scouting and editing.



Fred Walker

Global Marketing Manager

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701-328-3502

International marketing and sales, travel trade and media, product development tours, culture, heritage and tribal tourism development.