



SARA OTTE COLEMAN

Director
socoleman@nd.gov
701.328.7265

Oversees state marketing, strategic direction and performance, including workforce recruitment, to support Commerce's mission. Tourism Division administration, vision and goals including talent and business attraction. Serves on Commerce Senior Leadership Team, primary liaison for Tourism policy.



PENNY BLOTSKY

Marketing Coordinator
pblotsky@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.



MCKENZIE CLAYBURGH

Program & Grant Administrator
clayburghmckenzie@nd.gov
701.328.6484

Tourism grant management and administrative support for various tourism programs.



DEANNE CUNNINGHAM

Visitor Sales and Services Manager
decunningham@nd.gov
701.328.2502

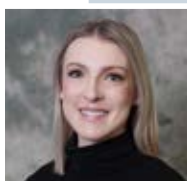
Manages visitor support functions including inquiry response, tourism partner engagement and product development. Direct sales for group travel.



JESSICA EDINGER

Graphic Design Specialist
jedinger@nd.gov
701.328.6506

Design and production work supporting state marketing and branding, publications, promotional efforts and display materials.



AMBER FARRINGTON

Communications Specialist
afarrington@nd.gov
701.328.5303

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



MIKE JENSEN

Tourism Outdoor Recreation Manager
mjensen@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 JOLIFFE

Social Media Strategist
ajoliffe@nd.gov
701.328.2548

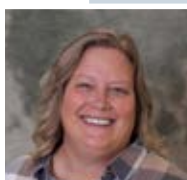
Develops social media strategies and implements across all Commerce channels. Supports state social users.



HEATHER LEMOINE

Marketing & Research Manager
hlemonie@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 portal 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
catheurer@nd.gov
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
fwalker@nd.gov
701.328.3502

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