



**SARA OTTE COLEMAN**

Director  
socolleman@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.



**DEANNE CUNNINGHAM**

Visitor Sales and Services Manager  
decunningham@nd.gov  
701.328.2502

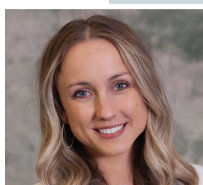
Manages visitor support functions including inquiry response, tourism partner engagement and product development. Direct sales for group travel.



**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. Supports state social users.



**HEATHER LEMOINE**

Marketing & Research Manager  
hlemoine@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.



**HOLLY MILLER**

Tourism Development Manager  
hormiller@nd.gov  
701.328.5396

Recruits new and expanded tourism experience providers. Identifies gaps and prospects. Grant and incentive management.



**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.



**AMY STEINERT**

Graphic Designer Specialist  
asteinert@nd.gov  
701.328.5336

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



**CASSIE THEURER**

Digital Asset Specialist  
catheurer@nd.gov  
701.328.5387

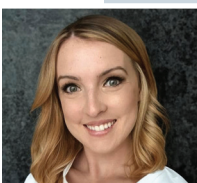
Photo and video asset management and liaison for state DAM system. Coordinates Governor's Photo Contest, photo needs, location scouting and editing.



**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.



**AMBER WERNER**

Communications Specialist  
werneramber@nd.gov  
701.328.5303

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