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**ANGEL FIRE RESORT APPOINTS NEW CFO AND  
NEW DIRECTOR OF MARKETING**  
***New Mexico Resort Expands Marketing Team and Renews PR Firm  
Contract***

Angel Fire, NM - (April 23, 2019) Angel Fire Resort ([www.angelfireresort.com](http://www.angelfireresort.com)), northern New Mexico's premier family destination, announced today that Mark Seiter has been named the resort's new CFO and Greg Ralph has been named the new Director of Marketing. Both Seiter and Ralph are taking over their new positions immediately. In their new positions, both Seiter and Ralph will report to John Kitts, CEO, Angel Fire Resort.

Seiter has over 26 years of experience in finance, serving as the CFO at Kirkwood Mountain Resort and Purgatory Resort. Seiter has also overseen several real estate development teams as the CFO of Durango Mountain Land Company and Mountain Capital Partners. Seiter also served as the President of Durango Mountain Utilities which provides propane distribution, cable television, and high-speed internet service to the Durango Mountain community.

"Having Seiter join our team with decades of experience in ski resort finance and real estate development he will be a key asset here at Angel Fire Resort and its future growth," states John Kitts, CEO, Angel Fire Resort.

Ralph has just under 40 years of marketing and promotions experience in the ski industry. He has held key executive marketing and sales positions at Monarch Mountain in Colorado; Bear Mountain Ski and Golf Resort in California; and Snow Summit Ski Area in California. Ralph has also worked as a ski industry consultant for Telluride Resort, Mountain Travel Symposium, and Peeples Ink. Ralph also was the Director of Marketing for SkiTown.com, an online publisher of ski resort content. Prior to being hired by Angel Fire Resort, Ralph was VP of Marketing and Sales at Purgatory Resort in Colorado.

"With Ralph's expansive marketing experience in the ski industry and impressive leadership abilities, we know he will offer tremendous value to the marketing team and will help us continue to create the best guest experience at Angel Fire Resort," states Christy Germscheid, Vice President, Angel Fire Resort.

In his new position, Ralph will be responsible for directing the marketing department and overseeing all promotions for Angel Fire Resort and the Angel Fire Bike Park.

Angel Fire Resort also announces today they have renewed their contract with SJ Communications ([www.sjcommunications.com](http://www.sjcommunications.com)). Recently recognized as one of the Top PR Agencies in the state by Albuquerque Business First, SJ Communications is owned and operated by Krysty O'Quinn Ronchetti. SJ Communications has been the agency of record for Angel Fire Resort since 2004. The team at SJ Communication's tasks include serving as the point of contact for all media, coordinating media and blogger visits to the Angel Fire area, sharing creative stories and pitch ideas to national media, managing all press relations for the Bike Park, Ski Resort, Real Estate, Golf Course and RV Resort and working with the Angel Fire marketing team on major marketing initiatives for the resort.

Photo Link: Please courtesy "Angel Fire Resort"

<https://drive.google.com/open?id=1fQ3S1gXXtET5snUacqJrbs0DcFTSLWoj>

### **About Angel Fire Resort**

Angel Fire Resort is a top year-round mountain resort destination in New Mexico. Angel Fire Resort was named "America's Most Affordable Ski Town" by Realtor.com and ranked a Top 25 "Best Family Ski Resort in North America" by Dream Vacation Magazine. Situated at over 8,600' elevation in the Southern Rocky Mountains, Angel Fire strives to offer the best value and choice for family outdoor recreation activities to its members, guests and visitors--including skiing, snowboarding, tubing, sledding, golf, mountain biking, zipline, tennis, fishing, RVing, hiking and more. For additional information on Angel Fire Resort, resort membership, or opportunities for real estate investment in Angel Fire, please call (855) 923-7387 or visit the resort's website at [www.angelfireresort.com](http://www.angelfireresort.com).