

Tara Schoedinger Named Vice President & General Manager at Northstar California Resort



Tara Schoedinger, New Northstar VP & GM

Truckee, Calif. — October 31, 2024— Northstar California Resort today announced Tara Schoedinger as its new Vice President & General Manager, effective November 11. Schoedinger has served as VP & GM of Crested Butte Mountain Resort in Colorado since 2021. In this role, Schoedinger becomes part of Northstar’s deep history of women in leadership and will continue its legacy of elevating women in leadership within the ski industry.

Schoedinger’s experience goes beyond the ski industry, with experience in business and community leadership. Her deep commitment to the outdoors and mountain communities will serve as an asset as she assumes this new role at Northstar. Schoedinger began her career at Vail Resorts in 2010 on the company’s IT team, supporting the launch of the EpicMix app. Concurrently, in 2010, she was elected Mayor of Jamestown, Colo. – a small, historic town located in the foothills west of Boulder. In September 2013, devastating floods consumed the town, nearly destroying the community. It was at that time she left Vail Resorts to focus and guide recovery efforts full time. Over the course of the next three years, Schoedinger dedicated herself to seeing Jamestown into a new era, leading the ambitious recovery efforts and working closely with state and federal agencies and local residents to rebuild. In 2016, Schoedinger returned to Vail Resorts as a key leader of the Whistler Blackcomb integration, and later became Chief of Staff for the CMO, and later, Chief of Staff for the President of the Mountain Division. In 2021,

she was named VP & GM at Crested Butte, serving as the resort’s first woman in that role.

“Tara is perfectly suited to lead the team at Northstar,” said Jody Church, SVP & COO of Vail Resorts’ West Region. “Her commitment to operational excellence, paired with a passion for supporting small communities, is perfectly aligned to the values and experience that Northstar offers. The resort’s incredible terrain, family-friendly experiences and Village, and welcoming culture will only be enhanced by Tara’s unending focus on the guest experience – I am confident that Tara will lead the resort with the dedication, passion, and partnership that are the hallmarks of her leadership.”

Schoedinger accomplished much in her time leading Crested Butte. With a focus of culture building around collaboration under the banner of ‘One Team,’ she championed the resort’s employees, driving an expanded employee housing program, adding 115 beds to current offerings. During her tenure, the resort improved its learning terrain, which included the addition of the Peachtree triple fixed grip lift in 2021, which was part of Vail Resorts Epic Lift Upgrades capital investment project to enhance the guest experience.

“I am thrilled to be joining the Northstar team as its new VP & GM,” said Schoedinger. “I am honored to lead this team and am eager to jump in with both feet as we prepare for the winter ahead. I am excited to get to know both the team and the community, with a focus on listening and learning as the snow begins to fly. The Northstar spirit and ethos aligns with my own values and approach to mountain operations and experience, and I can’t wait to join the resort’s team, guests, and community as I embark on my first season in North Lake Tahoe.”

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CONTACT:

Ashlee Lambert

Senior Communications Manager, Tahoe Region

ashlee.lambert@vailresorts.com

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