

Keystone Resort Appoints Shannon Buhler as Vice President and General Manager

KEYSTONE, Colo., Aug. 27, 2024 – Today, Keystone Resort announced Shannon Buhler as Vice President and General Manager, taking effect Sept. 16. Most recently, Buhler led Stowe Mountain Resort as Vice President and General Manager. Returning to Colorado is a homecoming for Buhler, who spent formative professional years in resort roles throughout Summit and Eagle Counties.

“Vail Resorts has an incredible pool of talented and passionate individuals within our network of world-class resorts, and Shannon Buhler truly exemplifies our leadership philosophy in action,” said Nadia Guerriero, Senior Vice President and COO, Rocky Mountain Region. “Her 20 years of service in the ski industry has had an inspiring impact on a diverse set of teams across six resorts, and we look forward to the impact she will have as the next leader of Keystone Resort.”

“Keystone Resort has a talented and passionate team, and a wonderful community, which is why I’m so grateful for the opportunity to return,” Buhler said. “I am eager to spend my first few months listening and learning from the dedicated Keystone team and community partners while we continue to put Keystone on the map through investments like Bergman Express and supporting the resort’s vision to be the top choice for growing families.”

Buhler began her career with Vail Resorts nearly 20 years ago in Product Sales and Services at Breckenridge Mountain. Since then, she’s led various departments at additional mountains within the Vail Resorts network, including Vail Mountain and Keystone Resort. During her last role at Keystone from 2018-2020, Buhler led the resort’s Product Sales & Services team where she piloted innovative programs like Express Lift Ticket Fulfillment. In summer of 2020 she was appointed to her first resort General Manager position, and she moved to Missouri to take the reins at Snow Creek Ski Area.

After leading Snow Creek, Buhler served as Sr. Director of Mountain Operations at Northstar in North Lake Tahoe, where she led a team in overseeing all aspects of mountain operations for the resort’s 3,170 skiable acres in the winter and robust operational offerings in the summer, including the world-class Northstar Bike Park. Buhler most recently led the Northeast’s premier ski destination, Stowe Mountain Resort, as Vice President and General Manager, where she emphasized the importance of fostering positive community and stakeholder relationships. While at Stowe, she led the team to one of Stowe’s longest continuous seasons in history.

In addition to her work within operations, Buhler is the Co-Lead of Vail Resorts’ company-wide Women & Allies Employee Resource Group (ERG) and is a champion and advocate for diversity within the company and the industry.

As the GM and VP of Keystone Resort, Buhler will now be one of four female GMs leading Vail Resorts ski areas in the Rockies Mountain Region, out of six total. She joins the ranks of Beth Howard at Vail Mountain, Deirdra Walsh at Park City Mountain, and Tara Schoedinger at Crested Butte Mountain Resort.

In her spare time, Buhler enjoys spending time outdoors - hiking, swimming, golfing and skiing - with her wife and two young daughters.

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