



CAT (COUGHRAN) MCINTOSH

Executive Leadership for Growth and Change

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PROFESSIONAL SUMMARY

As a senior, executive-level sales, marketing, and events professional, the expertise I bring to your organization includes:

- Mastery in all areas of marketing, sales, event production, and sponsorship development
- Proven track record of developing, leading, and motivating highly effective teams of talented people
- Professional, dynamic public personality with excellent public speaking and networking skills
- Skilled developing and implementing strategy through collaboration with stakeholders
- Strong background in high-level client relationship management
- In depth knowledge of go-to-market strategies through various channels
- Experienced in developing, managing, and overseeing revenue and expense budgets
- Highly effective in startup and turn-around situations
- Experienced in working with Boards of Directors and C-suite executives
- Highly skilled in verbal and written communications including the ability to move communications cohesively from one platform to another, and from one audience to another
- Multifaceted experience in developing and managing charismatic brands
- National and international media, marketing, and sales experience
- Consistent use of research, data, and benchmarking to make decisions and drive results
- Working knowledge of all relevant information technology platforms and programs
- Avid and experienced outdoorswoman accomplished in cycling, skiing, mountaineering, hiking, fly fishing, hunting, and sailing

CAREER HISTORY

CEO/CMO/Co-founder
Sky Peak Technologies

April 2019 to Present
Boulder & Grand Junction, Colorado

Co-founder of a Colorado-based start-up with a mission to decrease data consumption and costs for Mobile Operators and Enterprise Consumers of Satellite Data through the progressive idea of rightsizing content for mobile across the entire network.

- Develop and nurture investor relations
- Lead all fundraising and capitalization efforts – raising over \$1M in capital to date
- Manage all corporate and Board of Directors compliance
- Develop and nurture corporate culture, team development, and human resources functions
- Set all marketing and sales strategy and senior team leadership
- Capital and operating budget development and oversight
- The face of the company

Director of Marketing, Sales, and Events*Bray and Company**July 2021 to March 2023**Grand Junction, Colorado*

Hired to help company transition marketing, sales, and event leadership through the retirement of several key leaders. Helped to hire and train a long-term marketing director.

- Part of the leadership team charged with bringing a 75-year-old organization into a new era and servicing a generation of consumer
- Lead comprehensive brand refresh and launch
- Developed and execute a robust event calendar designed to drive corporate culture, community engagement, and customer appreciation while strengthening the brand
- Lead strategic technology implementations
- Developed marketing strategy and execution plans
- Executive sales leadership
- Team recruitment, leadership, and development for marketing team and agent associates
- Responsible for all divisional marketing and events budgets
- Event and project timeline development and adherence

Director of Marketing, Sales, and Events*Penton > Informa > Questex**April 2015 to May 2020**Boulder, Colorado*

Developed and nurtured a company-wide, consultative marketing, sales, and execution strategy around exciting and engaging events and media platforms.

- Worked cross functionally with markets to uncover new opportunities to drive revenue growth, marketer ROI, and attendee engagement associated with the event segment of business
- Partnered with teams to pilot solutions, develop new and reimagined brands and events, and share best practices across the entire event portfolio
- Worked across company platforms to expand revenue streams and profitability with an emphasis on event development, sponsorships, marketing, and strategic partnerships
- Managed the implementation of new events, solutions, technologies, and tools for markets to leverage, enrich, and expand our tradeshow and conference business
- Provided brand development for five distinct event and content properties through research, audience and competitor analysis, and industry insights
- Provided coaching and training for sales and marketing teams on consultative sales strategies, new marketing strategies, sales tactics, and tools
- Managed integrated revenue/expense budgets, projections, provided reports and presentations
- Achieved and overall sponsorship revenue increase of 26% in my first year as director
- Achieved record-setting attendance and GSAT for LDI Conference and Expo in my first year of managing the property
- Developed and managed of a team of seven direct reports

Director of Events and Sponsorship*Beaver Creek Resort Company**January 2011 to April 2015**Beaver Creek, Colorado*

Provided exceptional guest experiences through superior events and animation that aligned with the pillars of the Beaver Creek Brand Promise. My department provided high-profile event execution, village-wide programming, and marketing and sales strategies that generated greater brand awareness, attracted new ideal guests, created strong loyalty among guests while developing the economic viability of our village and mountain while exceeding the expectations of all Stakeholders.

- Leadership of all Beaver Creek events, event marketing, and related sales projects
- Developed and led a cohesive team of six highly performing individuals
- Overall responsibility for an \$1.8 million events budget and \$260,000 marketing budget
- Led all village events and engagement initiatives for the 2015 World Alpine Ski Championships

- Responsible for driving revenue through sales of event tickets, sponsorships, and advertising; took a net negative event operating budget to a net positive budget in two years
- Enhanced the Beaver Creek brand image through events and village marketing
- Worked with hospitality partners in a leadership role to develop village-wide and third-party events
- Selected and worked with third-party event organizers to increase event portfolio
- Led BCRC event team and BC Marketing to develop overarching events marketing strategy
- Worked with other stakeholder groups to develop community events and marketing projects
- Work with Executive Director on new initiatives in events, marketing, sales, and communications
- Media and public representation of the Beaver Creek Resort Company

VP of Business Development

Synergis Group > Ryan, Sawyer, Whitney

*Jan 2008 to Sep 2010
Grand Junction, Colorado*

Responsible for revenue and sales goals, business strategy, and personnel decisions for a marketing, advertising, and communications consulting firm. Moved clients from traditional marketing campaigns into digital media driven *relationship* marketing campaigns for both business-to-business and business-to-consumer clients. Additionally, I developed and led proprietary brand development workshops that not only gave our firm a competitive edge but also assisted our clients in finding their ideal customers and communicating to these customers our clients' authentic brand position.

- Managed a team of highly skilled professionals to execute the various technical and creative aspects of complex client projects
- Developed and managed all revenue goals and sales campaigns for company
- Provided all the new client sales and business development for the company
- Designed and managed the company's Salesforce program for new business development
- Developed our project management and workflow systems
- Enable one-to-one client communications through a variety of customer relationship management systems and workflow processes
- Developed extensive web and e-mail marketing initiatives
- Developed the first social media and search engine optimization campaigns in our market

Director of Sales and Marketing

Gateway Canyons Resort

*October 2003 to January 2008
Gateway, Colorado*

Directed an integrated marketing, sales, public relations, and events department for a new, world-class resort developed by the founder of the Discovery Channel. I had the opportunity to take a developer's vision and launch an intrinsic, charismatic, and marketable brand. Despite being an unknown and remote destination, I increased top-line revenue by a yearly average of 360% in conferences, 170% in lodging and over 100% in F&B year-over-year for multiple years.

- Successfully developed and executed a strategic, yet grassroots, public relations campaign on behalf of ownership to connect with and create understanding and trust within the community
- Worked with community members, ownership, Mesa County leadership, and other stakeholders to discover and promote the area's intrinsic characteristics
- Researched and developed initial and on-going marketing plan for the resort and community including positioning, SWOT, and demographical and geographical market development
- Developed and executed brand strategy, business plan, marketing plan and all resort-wide revenue and operating expense budgets
- Developed the entire sales and marketing department including group and FIT lodging, events, activities, and retail sales teams
- Developed and executed sales and marketing strategies achieving positive ROI
- Created strong and profitable partnerships with area Visitor and Convention Bureaus, Chambers of Commerce and Colorado Tourism Office
- Developed national and international marketing and sales programs

- Developed and implemented sales and marketing strategies for various lines of business throughout the resort
- Project leader for IT systems integration
- Developed and monitored all revenue management reports including RevPAR, yield management, and forecasting
- Successfully led resort through opening as interim General Manager

OTHER EXPERIENCE

Colorado Java House – My Hands-on MBA

From 1998 to 2001, I owned and operated a small business in Grand Junction, Colorado. Through this experience, I gained a valuable business education from running the business as well as from my lenders, the Grand Junction Business Incubator, and business mentors. From financing and financials to human resources to marketing to business leadership to exit strategy, I consider this three-year experience to be one of the most important of my career, and it provided me with more applicable knowledge and experience than a classroom-based MBA ever could.

EDUCATION

Copenhagen Business School/Coursera

Continuing Education Certificates—Strategic Management I and II

Colorado State University

Continuing Education Certificate—Basics of Economic Development

Collin County Community College

Associates program—Theatre GPA 4.0

Awarded Outstanding Theatre Student of the Year

Northern Oklahoma College

Associates program—Broadcast Journalism GPA 3.8

Awarded full-ride performance scholarship

VOLUNTEER EXPERIENCE

Board Member – Sponsorship and Sales Chair

Grand Valley Highland Games—Cultural event celebrating Scottish-American heritage

Founding Board Member

STEM Rev—Science, Technology, Engineering and Math club for teens in Boulder County

Festivals Committee Member – Beaver Creek Village Festivals Chair

2015 Alpine Ski World Championships—Local Organizing Committee

Sponsorships and Festivals Committees Member

US Pro Challenge—Local Organizing Committee

Vice-president Board of Directors

Fruita Area Chamber of Commerce

Board Member

Fruita Tourism Advisory Council

Statewide Steering Committee Member

Colorado Tourism Ambassadors Program

Executive Director

Unaweeep-Tabeguache Scenic and Historic Byway