



Ariel Koerber, Snow King Resort

Ariel grew up in Baltimore, Maryland living in the same Victorian house until she moved to rural central Pennsylvania for undergraduate studies as a first-generation student. Upon acquiring her Bachelor of Arts degree in Communication & Media Studies from Juniata College, Ariel bought a one-way ticket to Jackson Hole to reunite with her now husband. Unlike most residents of Jackson Hole, Ariel has yet to learn how to ski. Although she may not thrive in the snow, Ariel is proud to call Jackson her full-time home for over 6 years. When she's not managing the marketing for Snake River Brewing or serving as a member of the Young Professionals of the Tetons steering committee, she can be found enjoying her growing family (currently one husband, two toddlers, and one very overweight cat).