



Shannon Schiner has spent most of her career in tourism and hospitality.  After graduating from Purdue, she started her professional path at Westbank Anglers in their travel department, then moved on to work for an international ski tour operator, lifestyle public relations firm working with departments of tourism in the Caribbean, and a resort development company.  As the director of sales and marketing for a top international ski tour operator she gained insight into how most major resort destinations across the Americas and Europe appeal to travelers and how competitive the market is to garner a share of those travelers. Working as a public relations account executive specializing in tourism and hospitality helped her gain the skills necessary to appeal to the media, handle crises, and reach out to varied audiences, while putting forth authentic and productive messages. Missing her native habitat of Wyoming, Shannon returned to Jackson Hole in 2012 and her first job back in the valley was teaching skiing as she completed a Master of Arts in Education.  During her time teaching she earned several awards, including the National 2019 PSIA-AASI Three C’s Awards (Collaboration, Communication, and Cooperation), which recognizes one or two members annually who demonstrate positive leadership behavior by consistently collaborating, communicating, and cooperating with guests, peers, and school management. Shannon now holds the position of Sales Manager for Jackson Hole Mountain Resort, which enables her to positively impact how Jackson Hole is viewed as a destination on a global scale.  She is a dynamic, organized, hard worker, who enjoys teamwork. Shannon will take the opportunity of serving on the Jackson Hole Chamber board to learn, grow, and roll up her sleeves to help wherever needed.