



TOURISM WHISTLER BOARD OF DIRECTORS

Tourism Whistler is governed by a 13-member Board of Directors – seven elected and six appointed.

On behalf of its Members, the Board establishes the vision, mission, strategic objectives, and priorities for Tourism Whistler, contributes to and approves the annual business plan, approves operating and capital budgets, and ensures continued financial viability and the fulfillment of the organization’s mission.

The Board of Directors reflects a breadth of resort experience, ensuring that the interests of a very diverse membership remain central to Tourism Whistler. Members of Tourism Whistler are encouraged to speak with their representatives on the Board, as Member input plays a vital role in the future success of Whistler.

Board of Directors & Terms

Elected positions are for two-year terms. Positions voted on in even years at the AGM are marked with (+); positions voted on in odd years are marked with (*).

<p>Single-Managed Lodging Large (+): Norman Mastalir Small (*): Saad Hasan</p>	<p>Other Categories Director at Large (+): Brady Smith Commercial Director (*): Roger Soane</p>
<p>Multi-Managed Lodging Village (+): Joerg Rodig Other (+): Ian Lowe Benchlands (*): Steve Seadle</p>	<p>Appointed Positions Whistler Blackcomb: Peter Sonntag Whistler Blackcomb: Karla Grenon RMOW: John Grills RMOW: Mike Furey Ex-Officio: Craig Beattie Tourism Whistler: Barrett Fisher</p>

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Elected Positions and Current Directors

Benchlands Multi-Managed Lodging – Steve Seattle

This Director position represents owners on Resort land where less than 90% of the units within the property, that is located in Benchlands, are managed by a single management company.



[Steve Seattle](#)

Steve Seattle brings 20 plus years of tourism-related leadership experience. In his current role as Executive General Manager for ResortQuest Whistler by Wyndham, Steve is responsible for running all facets of the business and has dedicated his career to tourism advocacy efforts. Prior to joining RQW, Steve held several leadership roles in its affiliate company Worldmark by Wyndham; overseeing resorts in Whistler, Vancouver and Victoria and served on multiple boards in BC, Washington and Idaho. An outdoor enthusiast, Whistler became the perfect fit for Steve, his wife and three boys.

Commercial Director – Roger Soane

This Director position represents owners and commercial tenants of commercially zoned property, other than property zoned for lodging, on Resort land.



[Roger Soane](#)

With over 40 years of international operational experience spanning the globe, Roger has managed many iconic properties and has been employed by some of the world's leading hotel companies. For the past four years, Roger has been President & CEO of Whistler Sport Legacies overseeing the three Olympic venues in Whistler. Roger has been involved with the tourism sector in many international destinations as well as Vancouver, Victoria and now Whistler. In the past Roger has been the Chair of Tourism Victoria and Tourism Whistler.

Director at Large – Brady Smith

The Director at Large position represents all Members and, as such, all Members in good standing receive one ballot in the election for this position.



[Brady Smith](#)

Brady Smith is the Executive Director of the Squamish Lil'wat Cultural Centre, Whistlers First Nations Museum, and has been in the role for four years. Brady has previously managed business and economic development for Whistler Sport Legacies and has worked senior positions at the London 2012 Olympic Games and the Vancouver 2010 Olympic and Paralympic Games.

Brady also dedicates his time to volunteer work through business engagement. Currently he sits on the board of the Indigenous Tourism Association of Canada and is on the Executive Committee as Treasurer; the Canadian Museum of History – Canadian Children's Museum Renewal Project Steering board; the Whistler Chamber of Commerce – 2019 Chair; and Chair, Service Committees.

Large Single Managed Lodging – Norman Mastalir (Chair)

This Director position represents owners on Resort land where 90% of the units within the property, that comprises more than 500 assessment units, are managed by a single management company. This includes most branded hotels as well as all of the single-owned hotels.



[Norman Mastalir](#)

Norman Mastalir is the Managing Director of The Fairmont Chateau Whistler. He is responsible for providing direction, guidance and leadership support in strategic planning, financial performance, owner relations, human resources, sales and marketing and day-to-day operations.

Mastalir joined Fairmont Hotels and Resorts in 1978 as Catering Manager at the Calgary Airport Hotel. He held management positions at several Fairmont Hotels across Canada before being appointed General Manager at Jasper Park Lodge in 1988. Mastalir was appointed General Manager, Fairmont Southampton in 1998 followed by Managing Director, Fairmont Bermuda in 2001. In 2011, Mastalir returned to Western Canada as Managing Director at The Fairmont Chateau Whistler.

Mastalir currently sits on the Resort Committee of the American Hotel and Lodging Association, The Vancouver Skel Club, Hotel Association of Whistler, La Chaine des Rotisseurs Canada and is a member of the Tourism Whistler Board of Directors.

He is a graduate of the Hotel Management Program at The Southern Alberta Institute of Technology.

Other Multi-Managed Lodging – Ian Lowe (Vice Chair)

This Director position represents owners on Resort land where less than 90% of the units within the property, that is located outside Whistler Village and/or Benchlands, are managed by a single management company.



[Ian Lowe](#)

Born in Toronto, Ontario, Ian was given an opportunity to venture west when he attended UBC in the in the early 1990s. After graduating, he spent time working in various industries then found himself drawn to hospitality and moved to Whistler in 1999. Over the past 15 years in Whistler, he has become familiar with the various Whistler accommodation idiosyncrasies including strata management (Licensed Strata Managing Broker), property management and traditional hotel operations. He has served as General Manager at the former Residence Inn By Marriott, Coast Blackcomb Suites, and since 2011, the Crystal Lodge & Suites.

Small Single Managed Lodging – Saad Hasan

This Director position represents owners on Resort land where 90% of the units within the property, that comprises less than 500 assessment units, are managed by a single management company.



[Saad Hasan](#)

Designated ICD Director and senior executive with over 25 years of progressively responsible management experience from India, Europe, Middle East, North Africa and Canada involved in all aspects of hospitality and commercial asset management, sport and recreation, hotel associations, and tourism marketing boards. General Manager for Lodging Ovations; Chair & Treasurer, Hotel Association of Whistler; Board Member and Past Chair, Tourism Whistler BOD; Chair, Tourism Whistler Governance Committee; Board and A&F Committee Member, Lil'wat Capital Assets Board; and Manager property ownership boards, representing over 850 hotel and retail owners/investors.

Village Multi-Managed Lodging – Joerg Rodig

This Director position represents owners on Resort land where less than 90% of the units within the property, that is located in Whistler Village, are managed by a single management company.



[Joerg Rodig](#)

Joerg Rodig is a 17-year veteran of Four Seasons Hotels & Resorts having represented the brand in Vancouver, Palo Alto, Austin, Nevis and Boston. Rodig has long enjoyed Whistler's boundless offerings for adventure and warm hospitality. Rodig grew up with a passion for the family restaurant industry and, after earning a degree in business at Oxford Brookes University, Rodig stepped into the hotel business where he has been ever since. The innovative GM has launched many programs that encourage guests to return. Having lived nine years in BC, Rodig's passion for fitness has been ignited, enjoying running, biking, hiking and skiing.

Appointed Positions and Current Directors

Whistler Blackcomb (2)

[Peter Sonntag](#)

[Karla Grenon](#)

Resort Municipality of Whistler (2)

[John Grills](#)

[Mike Furey](#)

Ex-Officio

[Craig Beattie](#)

Tourism Whistler

[Barrett Fisher](#)