



Sara Otte Coleman

Director

Oversees state brand and marketing, strategic direction and performance. Tourism Division administration, vision and goals. Serves on Commerce Senior Leadership Team, primary liaison for Tourism policy.

socoleman@nd.gov • 701-328-2527



Chris Addison

Graphic Design Specialist
caddison@nd.gov
701-328-7260

Design and production work supporting state branding, publications, promotional efforts, website visuals and display materials.



Tammy Backhaus

Partner and Administration Specialist
tbackhaus@nd.gov
701-328-2526

Brochure distribution programs, tourism quarterly statistics, stakeholder relations, partner access assistance. Gift shop and merchandise coordination. Support services for director.



Penny Blotsky

Marketing Specialist
pjblotsky@nd.gov
701-328-7265

Monitors and tracks marketing projects. Assists with marketing development and visitor services. Manages logo usage and cooperative agreements.



Deanne Cunningham

Group Travel Marketing Manager
decunningham@nd.gov
701-328-2527

North American group sales and marketing, hosts product development tours, attends marketplaces, provides content for group publications and advertising. Agritourism development.



Kayla Jo Finley

Communications Specialist
kfinley@nd.gov
701-516-3560

Commerce communication plans, news releases, talking points, newsletters, writing for publications, and related writing and editing.



Janice Fuhrman

Visitor Services Specialist
jfuhrman@nd.gov
701-328-2661

Provides travel information and counseling to potential visitors, information fulfillment and bulk orders, inquiry databases, merchandise inventory and sales.



Mike Jensen

Outdoor Promotions Manager
mijensen@nd.gov
701-328-2509

Outdoor media relations, media tours, sport shows, exhibits niche marketing, outdoor recreation product development and policy tracking. Film inquiries.



Alicia Jolliffe

Social Media Strategist
ajolliffe@nd.gov
701-328-2548

Develops social media strategies and implements across all Commerce channels. Creates and tracks KPIs. Supports state social users. Travel Matters and podcast/video production.



Heather LeMoine

Marketing & Research Manager
hleimoine@nd.gov
701-328-5372

U.S. and Canada marketing, promotional publications, advertising, e-marketing, tourism research, cooperative programs and contact for North Dakota Travel Industry Conference.



Tricia Miller

Digital Systems Manager
tamiller@nd.gov
701-328-5328

Website manager: nd.gov, NDtourism.com and commerce sites, database management, CRM, data system and software management and support.



James "Scooter" Pursley

Content Development Specialist
jpursley@nd.gov
701-328-2874

Develops content for websites, publications, newsletters, e-marketing, media releases, Comnet and other outlets. Edits and proofs.



Kim Schmidt

Communications Manager
ksschmidt@nd.gov
701-328-2532

Public relations program, media liaison, content strategy and implementation. Hosts media tours, national pitches, supports state communications platforms.



Cassie Theurer

Digital Asset Specialist
catheurer@nd.gov
701-328-5387

Photo and video assets management and liaison for state DAM system. Coordinates Governor's Photo Contest, photo needs, location scouting and editing. Travel Matters production.



Fred Walker

Global Marketing Manager
fwalker@nd.gov
701-328-3502

International marketing and sales, travel trade and media, product development tours, culture, heritage and tribal tourism development.