



**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.



**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*  
mjjensen@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*  
hlemoine@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.