

TOURISM DIVISION STAFF



Sara Otte Coleman

Director

Oversees divisions strategic direction and performance. Administration, resource allocation, vision and goals. Serves on Commerce Sr. Team, primary liaison for Tourism policy with Legislature, Governor, State and Federal agencies.

socoleman@nd.gov 701-328-2527



Heather LeMoine

Marketing and Research Manager

Domestic and Canadian marketing, publications, advertising, e-marketing, research, cooperative programs.

hlemoine@nd.gov 701-328-5372



Tammy Backhaus

Program Specialist/Executive Assistant

Brochure distribution programs, tourism quarterly statistics, stakeholder relations, support services for director, logo usage information, partner access assistance.

tbackhaus@nd.gov 701-328-2526



Tricia Miller

Digital Systems Manager - Commerce

Website, database management.

tamiller@nd.gov 701-328-5328



Deanne Cunningham

Group Travel Marketing Manager

North American Group Sales and Marketing, FAM tours, marketplaces, group publications, advertising.

decunningham@nd.gov 701-328-2502



James (Scooter) Pursley

Information Specialist

Website, partner access, publication production, newsletters, website content, e-marketing, editing, writing.

jpursley@nd.gov 701-328-2874



Alicia Ewen

Tourism Marketing Specialist

Cooperative marketing program, assist with marketing, social media, event coordination and visitor services.

aewen@nd.gov 701-328-2548



Kim Schmidt

Public & Media Relations Manager - Commerce

Public relations program, media liaison, FAM tours, social media and public relations.

ksschmidt@nd.gov 701-328-2532



Janice Fuhrman

Visitor Services

Travel information, fulfillment and bulk orders, databases and merchandise sales.

jfuhrman@nd.gov 701-328-2661



Cassie Theurer

Digital Asset Specialist

Photo and video assets, marketing, design and website support.

catheurer@nd.gov 701-328-5387



Mike Jensen

Outdoor Promotions Manager

Outdoor media relations, sport shows, niche marketing, FAM tours, film inquiries.

mjjensen@nd.gov 701-328-2509



Fred Walker

Global Marketing Manager

International marketing/sales travel trade & media, FAM tours, culture and heritage tour packaging.

fwalker@nd.gov 701-328-3502