

# MAINE.

OFFICE OF TOURISM

## STAFF PROFILES

### **Steve Lyons – Director**

Steve is responsible for overall operations of the Maine Office of Tourism. He has been with the Maine Office of Tourism for more than 20 years, becoming Director in July 2017 following nine years as Director of Marketing. In that capacity, he played a critical role in developing a tourism marketing strategy for the state of Maine. In 2018, he led the development of the Maine Office of Tourism's Five-Year Strategic Plan.

Throughout his tenure at the Office of Tourism, Steve managed the division's marketing research, tourism marketing campaigns, web site development, group tour marketing, fulfillment operations and contracts for visitor information centers, publications and PR.

Steve was born in Vermont where he earned a BS in Marketing from Castleton State College. He began his tourism marketing career at Stowe Ski Resort in Vermont. Following 5 years at Stowe, he worked in hospitality positions in Glacier National Park and Portland, Oregon before returning to New England where he held positions as Director of Marketing at Mt. Cranmore Ski Resort in New Hampshire, and Public Information Specialist at the Vermont Department of Tourism.

In his spare time you can often find Steve day-hiking, paddling, snowshoeing or skiing somewhere in Maine.

### **Hannah Collins – Deputy Director**

Hannah Collins is the Deputy Director at the Maine Office of Tourism. A graduate of Lyndon State College with a BS in Recreation Resource and Ski Resort Management with a minor focus in marketing, Hannah was born and raised in the Moosehead Lake region, and moved back to Maine in 2016 after a successful marketing and events career in the ski industry and Chamber of Commerce President in the Northeast Kingdom of Vermont. Growing up exploring the woods and waters of inland Maine, Hannah now enjoys spending her time exploring the many unique gems of Maine's coastline.

A lover of winter, she can also be found exploring Maine's winter trails by ski or snowmobile.

### **Jennifer Geiger – Communications Manager**

Jennifer joined the MOT staff in 2014 as part of the Office of Tourism's media relations, industry outreach and communications team. She has a degree in Journalism from Boston University. Before joining the Office of Tourism staff, Geiger was director of Main Street Bath, where she was instrumental in expanding initiatives to increase awareness and build visitation to Bath's historic downtown. During her tenure, she helped to bring Bath several accolades including a 2012 "Great American Main Street Award" from the National Main Street Center.

Her previous experience included regional print and television advertising sales and brand development, including for Maine's MidCoast region as an account executive at Briggs Advertising agency.

Jennifer enjoys kayaking and skating on Maine ponds, visits to the beach in all seasons, and joining the locals at Maine downtown events and festivals.

### **Donna Moreland – Destination Development Specialist**

Donna Moreland, MA, CHE., has over fifty years of experience in tourism and hospitality. Her experience includes business management in the private sector, including a ski resort, a sporting camp, marketing to the public sector through chamber of commerce and convention and visitors' bureau executive director work. Donna has served as teaching faculty in hospitality & tourism graduate and undergraduate programs at Husson University and the University of Maine on multiple campuses, in addition to providing consulting services and seminars for many various tourism organizations. After consulting for the Office of Tourism on several long-term projects, in 2013, Donna officially joined the Maine Office of Tourism to focus on Group Travel sales and development. Currently Donna is the specialist in Destination Development for rural communities utilizing her many years of experience in Maine communities both small and large.

### **Chiara Moriconi – Senior Tourism Officer**

Chiara Moriconi moved from Italy to Maine in 2015 and began working in the hospitality industry in Portland. Holding a degree in Linguistics and a Masters in Journalism, Chiara has previously worked for various international publications and founded a language school in 2010. Growing up in Rome, she was continuously surrounded by art and history, and subsequently opened a tour company where she finally found her passion for all-things tourism. She was hired in early 2019 as a Group Tour Specialist responsible for the development of group tour itineraries and meetings development. In her expanded role as Senior Tourism Officer, she assists with grant program administration and domestic and international itinerary development.

### **Micki Mullen – Marketing Manager**

Micki joined the Maine Office of Tourism as marketing manager in early 2019. She has a degree in Business Administration from the University of Maine. Before joining the Maine Office of Tourism, Micki worked for eight years in the Governor's Office, and prior to that worked as marketing manager for DECD's Office of Business Development and as program manager for the Maine Made program. Before she began working in state government, she was part-owner and operator of a family ski area in Maine and of one of Maine's largest whitewater rafting companies. In her free time, she enjoys spending time with friends and family, particularly with her three grandchildren and Westie named Pearl.

### **Christine Rosen – Development Project Officer**

After a successful 10- year career at Jackson Laboratory in Bar Harbor Maine, Christine returned to school as a nontraditional student, graduating from Husson University in 2021 with a Bachelor of Business Administration. Christine then interned as a marketing assistant for Osborne Media in Bangor, Maine, and for the Maine Office of Outdoor Recreation. She joined the MOT team in 2021, focusing on developing a statewide tourism asset inventory and supervising a team of 12 interns. Her role has since expanded to include ongoing support of destination development, group tour & motorcoach initiatives, and coordination of consumer travel shows.

Christine loves kayaking, hiking, exploring new locations, and enjoying all things fine dining in Maine.