

TODD PROFFIT

Brand & Events Marketing Leader | Athlete Relations | Culture Builder

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SUMMARY

Connector. Culture driver. Relationship builder.

30+ years at the intersection of **action sports, premium brands, and elite athletes**, building authentic communities and partnerships that last. Proven ability to recruit top-tier talent, produce world-class events, and create experiences that drive loyalty, visibility, and ROI. Deep network across **snow, surf, skate and lifestyle**—with a reputation for showing up, delivering, and elevating everyone involved.

CORE STRENGTHS

Athlete & Ambassador Relations • Community Strategy • Talent Scouting & Recruitment
Experiential Marketing & Events • Partnerships & Collaborations
Content Integration • Contract Negotiation • ROI & Budget Management

EXPERIENCE

Mountain High Resort — Events & Brand Manager

2022–2026

- Built and led a **high-performance athlete + partner ecosystem**, serving as primary contact for top-tier talent and brand partners.
 - Created and scaled the **Cali Pass Banked Slalom Tour** (multi-resort series uniting athletes, brands, and community).
 - Produced flagship events including **H2O Winter Classic**, blending surf + snow culture.
 - Managed partnerships with **Volcom, Vans, 686, Turtlebox, Smith**—from concept to activation.
 - Led 30+ person teams to execute high-impact, on-mountain events and experiences.
 - Drove daily content + storytelling through athlete integration and brand experiences.
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Explosive Industries — Director of Marketing

2016–2022

- Built and managed **ambassador + influencer network**, aligning talent with brand and product strategy.
- Led grassroots marketing, events, and product collaborations that increased engagement and sales.
- Directed apparel development, branded drops, and retail marketing initiatives.
- Owned relationships end-to-end: recruitment, contracts, activation, and performance tracking.

Mountain High Resort — Events & Advertising Manager

2011–2017

- Managed athlete teams, partnerships, and large-scale event production.
- Executed campaigns and activations with **Nike, GoPro, Monster**.
- Directed and produced *#Woodworth* (feature snowboard film).

Earlier Leadership Roles

- **Marketing Director**, Alstyle Apparel (Brand repositioning + national campaigns)
- **Creative Director**, Utopia Optics (athlete programs + campaigns)
- **VP Marketing**, Dragonfly Clothing (celebrity/licensing partnerships)
- **Director of Marketing**, Dickies Girl (culture positioning + placements)
- **Marketing & Athlete Manager**, Quiksilver/Roxy (global athlete management)

FOUNDATION

Professional Snowboarder

Built a global network of athletes, brands, and media—living the culture from the inside out.

HIGHLIGHTS

- Creator, **Cali Pass Banked Slalom Tour**
- Contest Director, **H2O Winter Classic**
- Director/Producer, *#Woodworth*
- Chief-of-Course, NBC Gravity Games Big Air