

## Pete Moran

A native of Salem, Va., Moran learned at an early age to appreciate athletics. During high school he played tennis and participated on the two-time state championship team, as well a two-time state runner up playing the number three seed. Also at this time, he spent every weekend working as a ski instructor at Wintergreen Resort.

During college, Moran continued following his passion in the sports arena and worked his way up from a certified instructor to staff trainer at the Snowshoe Mountain Ski School, as well as interning in the marketing department. Following college, Moran worked as marketing manager for IntraWest at Snowshoe Mountain and it is here he met Shane McConkey, former world extreme skiing champion, sponsored by Red Bull. Shortly after meeting McConkey, Moran accepted the position as marketing manager for Red Bull North America and launched the energy drink in West Virginia and areas in Virginia and Maryland. In 2003 he moved to the West Coast as marketing manager for Washington State. Working with the team, Moran repositioned Red Bull back to number one in the energy drink category. He then took the position of sports marketing manager for the Northwest, followed by the Western region.

Moran received his Bachelor of Arts degree in recreation management and tourism with a minor in marketing from Davis and Elkins College. He currently resides in Seattle, Wash. with his fiancée Jenn. In Moran's free time he enjoys skiing and surfing.