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FOR IMMEDIATE RELEASE

Arizona Snowbowl Names Brandon Thom General Manager, Promotes Dale Haglin to Chief Operating Officer

Leadership appointments come as the resort invests more than $1 million in improvements for the 2026–27 ski season

FLAGSTAFF, Ariz. — Aug. 19, 2026 — Arizona Snowbowl has named Brandon Thom general manager and promoted Dale Haglin to chief operating officer ahead of the 2026–27 ski season.

The appointments come as Arizona Snowbowl invests more than $1 million in forest health work, a new conveyor for first-time skiers and snowboarders, and snowmaking upgrades for the 2026–27 season. Haglin will lead the resort's long-term operational planning and major capital projects, while Thom will oversee day-to-day operations with a focus on guest experience and employee engagement.

"Brandon is a proven leader who understands how to manage complex operations and build strong teams, and has a genuine passion for skiing," said Scott Price, president of Mountain Capital Partners, which owns and operates Arizona Snowbowl. "Dale's operational expertise and knowledge of this mountain are invaluable. Together, their complementary strengths create a strong foundation for Snowbowl's future."

Thom brings more than 15 years of experience leading hospitality, recreation and attractions operations. Most recently, he served as senior director of operations at Margaritaville at Sea and previously held executive positions that included serving as vice president and general manager of Adventure Island at SeaWorld Parks & Entertainment.

"I'm thrilled to join the Snowbowl family and honored to contribute to its future success as Arizona's premier ski resort," said Thom. "I've quickly fallen in love with Flagstaff and look forward to becoming involved in the community. Providing a memorable experience for everyone who visits the mountain matters deeply to our team and it will be central to my focus this winter and beyond."

Born and raised in Flagstaff, Haglin began working at Arizona Snowbowl as a sawyer while attending Northern Arizona University. Over his 45-year career at the resort, he has supervised teams across the organization and served as director of mountain operations for 30 years, helping lead significant infrastructure and operational improvements across the mountain.

“I've spent nearly five decades watching Snowbowl evolve, and I’ve seen firsthand what thoughtful investment can do for our guests, our employees, and the way the mountain runs,” said Haglin. “I’m proud to step into this role and work with Brandon to keep improving the mountain while preserving the sense of community that defines Snowbowl.”

About Arizona Snowbowl
Situated in the majestic San Francisco Peaks at 9,500 feet, just 14 miles north of Flagstaff, Arizona Snowbowl is a year-round mountain destination offering skiing and snowboarding in winter and a high-altitude escape from the summer heat.
In winter, Snowbowl is home to Arizona's longest ski season, with state-of-the-art snowmaking and 260 inches of annual snowfall. The resort offers some of the best beginner terrain in the Southwest, along with a variety of trails, three terrain parks, premier tree skiing and expert hike-to terrain. Learn more at snowbowl.ski.

About Mountain Capital Partners
Headquartered in Durango, Colo., Mountain Capital Partners (MCP) is the third-largest ski resort company in the United States by number of resorts and an independent owner-operator of mountain and resort assets across the United States and Chile. With a portfolio spanning 17 ski resorts, golf courses, and bike parks — including Arizona Snowbowl (AZ), Purgatory Resort (CO), Valle Nevado (Chile), La Parva (Chile), Lee Canyon (NV), and Spider Mountain Bike Park (TX) — MCP operates with a single purpose: Give People the Freedom to Ski. In total, MCP's ski and bike resorts feature more than 8,000 acres of lift-served terrain, 500+ trails, 70 lifts, and 20 terrain parks. Since 2015, MCP has invested more than $160 million in capital improvements across its portfolio. For more information, visit mcp.ski.

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