



## Melissa Griffie Business Development Manager



*I drive program engagement and participation for a nonprofit organization called Winter4Kids.*

### **How long have you been a business development manager for Winter4Kids?**

1.5 years

### **Where do you currently work?**

I am the coordinator for Winter4Kids, a nonprofit dedicated to engaging school and youth groups in our "First Tracks" program. This initiative harnesses the power of winter sports—like skiing, snowboarding, and cross-country skiing—to develop essential life skills, enhance self-confidence, and promote both physical and mental wellness. For over ten years, we have successfully provided more than 19,000 youths aged 6-18 with the opportunity to learn winter sports while enjoying nature.

### **How do you spend most of your time at work?**

- Develop sales/marketing materials that describe the program we offer.
- Reach out to school administrators, teachers and youth group leaders to “sell” our program.
- Meet with all that are interested in bringing youth ages 6-18 to our life transforming program.
- Teach kids how to ski, snowboard, and cross-country ski.

### **MELISSA’S FUN FACTS**

*I have traveled pretty extensively – I’ve bungee jumped in New Zealand, surfed in Australia, skied on a glacier in Austria, rode a camel in Morocco, rode a motorcycle in the Rocky Mountains, ziplined in Costa Rica, visited my grandfather’s birth place in Spain and grandmother’s hometown in Italy.*

### **Why did you choose this career?**

It combines all the things I love – marketing, skiing, being outdoors and helping the next generation achieve their goals, enjoy life, and achieve balance.

### **What did you do to prepare for this career?**

I have a Bachelor’s degree and a Master’s. Someone who has work experience wouldn’t necessarily need a college degree to do this job, but it helps.

### **What do you enjoy most about your job?**

Helping kids/people

### **What do you find most challenging about your job?**

The time it takes to make new contacts and set up meetings. I also have a 50 minute commute to work one way, which is a lot of driving.

### **What was one of your first jobs and how did that experience influence your career path?**

I was a ski instructor when I was 16 and I knew I would one day do something in the ski industry.

### **What is one piece of advice you would give to a young person who is interested in your profession?**

Try everything you are interested in. You never know where an opportunity will take you.

