Beth Howard Announces Retirement After 41 Years With Vail Resorts

Vail, Colo. - March 30, 2026 - Vail Mountain today announced the retirement of Beth Howard, Vice President & Chief Operating Officer of Vail Mountain, following a remarkable 41-year career that helped define the modern ski and hospitality experience across Vail Resorts' flagship ski areas.



Howard began her career in 1985 as a college intern in Food & Beverage at Beaver Creek Resort, sparking a lifelong connection to the mountains and to the guest experience. Over the next four decades, she built one of the industry's most influential operational careers, marked by innovation, leadership development, and a passion for creating meaningful guest moments.

She rose through Vail Resorts to lead companywide Food & Beverage initiatives as Vice President of Food & Beverage & Clubs, overseeing operations at more than 100 restaurants and eight private clubs across all Vail Resorts mountains. She went on to serve as General Manager of Northstar, California, where she was recognized with the prestigious 2015 Ski Area Management SAMMY Leadership Award for her bold ideas, creative problem-solving, and commitment to driving the industry forward.

In 2016, Howard became Chief Operating Officer of Beaver Creek Resort, and in 2019 was named Chief Operating Officer of Vail Mountain, the company's flagship resort.

A Legacy of Innovation and Guest-focused Experiences

Howard leaves behind a legacy that can be seen — and felt — across Vail Resorts. She pioneered new cabin dining concepts at Beaver Creek Resort, concepted and brought to life The 10th at Vail Mountain, created the Epic Mountain Burger, and elevated private club experiences in Eagle County, Colorado. Howard helped shape experiences that became synonymous with several Vail Resorts properties, including Beaver Creek Cookie Time, Mountaintop Champagne Töst at Northstar, and fresh strudel at Vail.

Her leadership brought forward innovations such as Vail's Legacy Hut, Camp Hale at Vail, and the Avanti Performance Center and Skills Zone, as well as Beaver Creek's Red Buffalo Park, Hay Meadow Park, Cookie Cabin, and Ice Cream Parlor. Howard played a key role in securing USFS approvals for McCoy Park at Beaver Creek Resort, leading the 2019 Vail Mountain

Snowmaking Expansion, and advancing major lift upgrades including Beaver Creek lift 5 and Vail Mountain lifts 7 and 17.

A Trailblazer for Women in Mountain Leadership

Throughout her career, Howard championed inclusivity and belonging, often noting her personal mission to help “champion women leading ski resorts.” Along with Vail Resorts’ commitment to women in leadership, Howards’ career opened doors for future generations of women across mountain operations and hospitality.

“It’s impossible to overstate Beth’s impact on our company, our people, and the guest experience,” said Jody Churich, Senior Vice President and Chief Operating Officer, Destination Resorts, Vail Resorts. “So many of the special moments our guests look forward to today exist because Beth imagined them first. Her commitment to innovation, hospitality, and elevating our mountain experiences has shaped who we are as a company. Beth leaves a legacy that will continue inspiring us for years to come.”

Howard, a graduate of the University of Northern Iowa with a degree in Food & Nutrition and Business, reflected on her four decades with the company: “It has been the honor of my life to serve these mountains and this community. I am proud of what we built together, and I am excited for the next generation of leaders who will build on that foundation and carry the spirit of innovation forward.”

Beth Howard will continue to lead Vail Mountain through the ski season and she will remain engaged with the organization during a transition period when a new leader is named. Following that transition, Howard will serve in an advisory capacity until her retirement in mid-October 2026.

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