Heavenly Mountain Resort Names Trent Poole Vice President and General Manager



SOUTH LAKE TAHOE, Calif., May 28, 2026 -Heavenly Mountain Resort announced today that Trent Poole has been appointed Vice President and General Manager, bringing more than 21 years of experience at Vail Resorts to one of Tahoe's most vibrant and scenic winter and summer resort destinations.

Poole is an experienced operator and collaborative leader with a proven track record of building high-performing teams that elevate both the employee and guest experience. In his new role, he will oversee resort operations at Heavenly Mountain Resort, building on the momentum of the resort's recent 70th anniversary season.

Poole currently serves as Vice President and General Manager of Hunter Mountain (New York), where he has led several transformative projects, including the installation and upgrade of two chairlifts, as well as significant investments in snowmaking and resort infrastructure. Under his leadership, the resort embraced a guest service-focused culture that contributed to the largest increase in guest satisfaction scores in the resort's history.

"Trent is a passionate and charismatic leader with deep experience across mountain operations, finance, and project management at Vail Resorts," said Tim Baker, Senior Vice President of Vail Resorts' Regional Destination Resorts. "Along with his extensive experience and business acumen, he understands the importance of authentic connection and teamwork in bringing a vision to life. His leadership style makes him exceptionally well-suited to lead the Heavenly team and build on the resort's momentum in partnership with employees, guests, and the broader community."

Poole began his career with Vail Resorts in 2005, spending more than a decade in finance and accounting leadership roles supporting resort operations. In 2019, he transitioned into resort operations, serving as General Manager at Mad River Mountain, followed by Jack Frost Big Boulder, and most recently Hunter Mountain. Over the course of his career, Poole has played a key role in several major capital and operational projects, including terrain expansions like Peak 6 at Breckenridge Ski Resort; multiple lift replacement projects including the successful installation of five new chairlifts at Jack Frost Big Boulder as part of Vail Resorts' Epic Lift Upgrade initiative in 2022; and significant restaurant, lodge, and resort infrastructure upgrades.

"Heavenly has a legacy of legendary teams that have helped put the resort on the map in Lake Tahoe and beyond, and I am both excited and honored for the opportunity to lead the resort," said Trent Poole. "I have long admired the Heavenly team's resilience, grit, and commitment to service and the resort experience. I'm looking forward to joining the team and working alongside the broader community to continue to elevate Heavenly and South Lake Tahoe as an incredible place to live, work, and recreate."

Beyond the slopes, Poole is deeply engaged in community leadership and industry collaboration, and he currently serves as an executive board member of the Ski Areas of New York, and on the greater Hunter area comprehensive planning task force.

A native of Columbus, Ohio, Poole is a graduate of Ohio University, where he earned his Bachelor of Business Administration degree in Finance. Beyond his professional

achievements, Trent and his wife Lisa are proud parents to two children, 12-year-old daughter Marilla and 8-year-old son Holden. In their leisure time, the Poole family enjoys camping and embarking on adventures to explore national parks. Poole and his family will be relocating to the Tahoe region in the coming weeks.

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