

# Robson Forensic

Engineers, Architects, Scientists & Fire Investigators

## DIANN C. ROFFE Alpine Skiing and Competitive Racing Expert

### PROFESSIONAL EXPERIENCE

2010 to present **Robson Forensic, Inc.**  
*Associate*

Provide technical investigations, analysis, reports, and testimony toward the resolution of commercial and personal injury litigation involving all aspects of alpine skiing. This includes racing and coaching at the grass roots and international competitive levels. Offer industry experience in business development, sales and marketing within ski area management.

2001 to 2005 **Snow Time Incorporated**, York, PA  
*Director of Sales Development*, Ski Roundtop

- Oversaw all profit centers, sales, and programs related to Group Sales, Corporate Sales, Adult Learning Center, Children's Learning Center, and The Roffe Training Center
- Participated in weekly Snow Time PA marketing meetings (three ski areas)
- Developed new programs and products to increase skier visits and customer satisfaction
- Secured partner sponsors for Ski Roundtop
- Sold advertising space on the mountain and in printed materials
- Secured sponsors and funding for all marketing materials and advertising for the Roffe Training Center
- Developed and created advertising materials with Marketing Director
- Worked with the Marketing Director to implement an improved customer relationship campaign area wide, while increasing employee participation in the said improvement
- Responsible for negotiating media buys for the Roffe Training center including radio, billboard, print, and a public relations campaign
- Oversaw the group sales office, including management of full time and part time employees, with an inside and outside sales force
- Managed special events including open houses, youth programs, trade shows, networking events
- Attended fundraisers, speaking engagements, and client events

*Facilitator*, Flying Leap Challenge Course

- Specialist in corporate events and teambuilding programs
- Chaired committee to create business plan and build facility

*Founder*, Roffe Training Center

- Created, managed, marketed, and delivered a new high quality program to Ski Roundtop
- Grew program revenue 24% in its second year

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## DIANN C. ROFFE

### Alpine Skiing and Competitive Racing Expert

*Clinician/Ambassador*, Ski Roundtop, Ski Liberty, Whitetail Mountain, Windham Mountain

- Created, managed, and delivered high level clinics to guests
- Traveled to trade shows, ski clubs, schools, and speaking engagements

## PROFESSIONAL CREDENTIALS

Professional Ski Instructors of America, Alpine Level III Certification, 1994-present

## EDUCATION

Business Coursework, University of Vermont, 1986, Clarkson University, 1995-1998

## PROFESSIONAL AFFILIATIONS

United States Skiing and Snowboarding Association, Member, 1981-present; Coach, Official, 1994-present

United States Olympic Committee, Athlete Summit, Steering Committee, 1999-2005

- Developed sports psychology and high stress performance training program to increase the potential of winning more medals at the next Olympic Games
- Original founding member of the Steering Committee, presented to the USOC Executive Committee in NYC, the value of keeping the program. Of the medalists in Salt Lake 2002, over 80% had participated in the Athlete Summit Program. It was our highest medal count ever in the Winter Olympics.

United States Skiing Foundation, Board of Directors, 1995-1999

## ALPINE SKIING COMPETITION

1994 Olympic Gold Medalist

1992 Olympic Silver Medalist

1990 Pan American Gold Medalist, USA

1988 Olympian, Alpine Skiing, USA

1985 World Championship Gold Medalist, USA

Six-Time United States National Champion

## PRESENTATIONS and PROMOTIONS

PSA for Salt Lake Winter Olympic Games, 2002

Consultant, Lake Placid Visitors Bureau, Whiteface Mountain, 1997-2000

Turner Sports Network, Commentator, Nagano Olympic Games, 1998

ESPN World Cup skiing Commentator, 1995-1997

Ambassador for Stowe Mountain Resort, 1994