

## Press Release / Leadership Announcement

### Kootenay Rockies Tourism Announces CEO Transition

After a successful executive search process conducted by **Chemistry Consulting Group**, Kootenay Rockies Tourism Association is pleased to announce the appointment of **Brad Parsell** as Chief Executive Officer, effective **December 1, 2025**.

*"On behalf of the Board of Directors, I am delighted to welcome Brad Parsell as the new CEO of Kootenay Rockies Tourism. Brad brings a strong record of collaborative leadership, strategic insight, and a deep personal connection to this region — qualities that align perfectly with the organization's vision for the future. We are confident that under his guidance, KRT will continue to thrive and adapt in a dynamic tourism landscape. We also extend our heartfelt thanks to Kathy Cooper for her extraordinary dedication and impact during her over three decades with the organization— her legacy has set a strong foundation for the road ahead."*

Brad brings extensive leadership experience in British Columbia's tourism sector, with a proven track record in destination management, community engagement, and sustainable growth.

Brad previously served as General Manager of the **Fernie Lodging Company** and later as Executive Director of the **Fernie Chamber of Commerce**, where he championed initiatives such as the *Work in Fernie* workforce attraction program, the creation of a downtown coworking space, and the development of Fernie's Tourism Master Plan. In 2022, Brad became Executive Director of **Tourism Tofino**, where he emphasized destination stewardship, sustainability, and resident-sensitive tourism development. His leadership has consistently focused on strengthening the visitor economy while ensuring long-term benefits for local communities.

*"I am so excited to step into this role with such an amazing organization, and to be moving back to the Kootenays — a region I love so much and called home for almost ten years, stated Brad Parsell, "I want to personally thank Kathy Cooper for her incredible hard work and dedication to the region for so long. These are big shoes to fill! I look forward to working with First Nations, residents, businesses, non-profits, and local governments across the Kootenay Rockies that all make the region such a special place to live and visit."*

Brad will succeed **Kathy Cooper**, a longtime member of staff who is retiring after 14 years of exemplary service as CEO. Under Kathy's leadership, Kootenay Rockies Tourism has established itself as a recognized leader in destination marketing and management. Kathy has been instrumental in elevating the Kootenay Rockies brand, guiding the industry through significant challenges, and fostering collaboration among operators, communities, and stakeholders across the region.

*"I am thrilled to transition the CEO role here at KRT over to Brad," Kathy Cooper commented, "We worked with Brad when he was previously in this region and the team is excited to know he is returning and bringing his passion and deep tourism knowledge back to this region and specifically to lead this organization into the future."*

The Board of Directors extends its deepest gratitude to Kathy for her remarkable contributions and visionary leadership. At the same time, the Board warmly welcomes Brad to his new role and looks forward to his leadership in advancing the next chapter of tourism in the Kootenay Rockies.

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