

Joanne Hale

Executive Director

Joanne Hale is an accomplished executive with extensive leadership experience across sports, healthcare, finance, technology, and non-profit sectors. Known for turning vision into strategy, she specializes in operational oversight, financial management, and strategic planning—consistently aligning objectives with measurable outcomes and long-term success.

She has led major organizational transformations, including restructures, digital innovations, and stakeholder engagement initiatives, with proven results at institutions such as the Canadian Ski Hall of Fame & Museum and multiple non-profit boards. Joanne is recognized for building high-performing teams, strengthening culture, and driving sustainable growth.

Passionate about family, community, and skiing, she brings energy and a people-first perspective to her leadership.