

KOA Adds Chief of Staff Role

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Brandi Simpson has been promoted as KOA's new chief of staff to optimize strategic business initiatives and executive communication.

BILLINGS, Mont. (June 2, 2022) – Kampgrounds of America, Inc.'s (KOA) Brandi Simpson has joined the executive leadership team at KOA in the role of chief of staff (CoS). Simpson will serve as a strategic partner to the company's CEO, Toby O'Rourke, and align shared priorities and objectives among departments.

Increasingly being added to top-tier organizations, the CoS works directly with executives as a trusted advisor to drive business communication, collaboration and alignment. Simpson's partnership with the CEO is designed to translate ideas into operational plans that build upon KOA's 60 years of experience as the world's top camping brand.

"Across her experience at KOA, Brandi's strategic approach has produced visible results," said Toby O'Rourke, CEO and president of Kampgrounds of America. "Her ability to analyze business data and industry trends to understand our business has proven invaluable. In this role, Brandi will continue to serve as a trusted advisor and advocate for KOA and our employees."

Over her 15 years with KOA, Simpson's expertise has driven value across the company's marketing department. In her most recent role as senior director of loyalty, Simpson was responsible for KOA Rewards – a loyalty program that generates more than \$180 million in reservation revenue annually – as well as overseeing KOA's Customer Experience team and company-wide research efforts. Working across many marketing functions, she has previously managed or worked in email marketing, data analysis, internal communications and public relations.

Simpson's work experience also includes a seven-year tenure as a director of client marketing at a boutique marketing agency. Originally from Montana, Simpson received a bachelor's degree in business administration from Montana State University Billings.

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." Over the course of 60 years, KOA has been the definitive industry leader in outdoor hospitality. KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, delivers campgrounds a competitive advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures for which KOA is known. For more information, visit [KOA.com](#).