

**Kampgrounds of America, Inc. Promotes Senior  
Vice President of Operations of Owned Properties,  
Hires Senior Vice President of Franchise Operations**

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*To support explosive growth and a restructured organization, Jill Currier will oversee operations of the company's expanding portfolio of owned campgrounds, while Bill Gottwals will be responsible for franchise operations*

**BILLINGS, Mont. (May 18, 2023)** – Recently restructuring to approach business operations more holistically, Kampgrounds of America, Inc. (KOA) announces two new leaders tasked with leading both franchise and owned campground operations. Jill Currier has been promoted to senior vice president of operations for the owned properties of KOA. In addition, Bill Gottwals joins the company to oversee the franchised locations as senior vice president of franchise operations.

With over 500 locations across the United States and Canada, Kampgrounds of America entered 2023 taking a unified approach to business functions and campground operations. Currently, the company has more than 40 owned locations that Currier will lead while supporting the goals and initiatives of the larger KOA system of campgrounds.

In a new role for the company, Currier will oversee a national team of campground professionals operating and growing a robust, industry-leading portfolio of KOA campgrounds across North America. A focused area of expansion for KOA, Inc., Currier will be a pivotal leader within the organization.

Currier has been a crucial part of KOA, Inc.'s owned portfolio operations staff for more than 15 years. During her tenure, Currier has held several roles and proven her ability to work strategically and cross-functionally to achieve results. Most recently, as regional vice president, Currier effectively navigated the challenges of managing a diverse and dispersed organization. Ongoing owned property growth necessitated the development of a role that will benefit from this vast experience.

“Over a long career with KOA, Jill has proven her ability to lead teams to exceptional results,” said Darin Uselman, COO of Kampgrounds of America, Inc. “Recently expanding my focus across the diverse brands and operations of KOA, Inc., including our franchise partners and Terramor, it was essential that a dynamic leader was tasked with overseeing our owned portfolio. Jill has been pivotal to our impressive growth as a campground owner and operator and will undoubtedly bring continued success as a premier provider of outdoor hospitality.”

In addition to her vast experience at KOA, Currier previously worked in operations for Minor League Baseball (MLB). She also held positions at Aramark's food service division in Chicago, Illinois and Billings, Montana.

“I am honored and humbled that KOA has entrusted me to lead our owned portfolio operations,” said Currier. “I consider this company an important part of my family and am excited to take on this challenge and accomplish great things.”

A Billings, Montana native, Currier received a Bachelor of Business Administration with an emphasis in sports and fitness management from Seton Hall University in New Jersey.

Filling a similar role within franchise operations, Gottwals joins as Kampgrounds of America, Inc.'s senior vice president of franchise operations. In his position, Gottwals will be instrumental in the success of more than 440 franchised campgrounds with extensive experience building relationships and encouraging customer satisfaction.

Before coming to Kampgrounds of America, Inc., Gottwals spent over 30 years in different leadership roles in the banking and financial industry. Gottwals served as a regional vice president at U.S. Bank before holding the title of chief banking officer at 1<sup>st</sup> Interstate Bank.

Uselman noted Gottwals' ability to foster relationships in the hiring decision, “the connection we have with our franchise partners is central to the success of both their business and ours. Bill has the financial expertise to help guide our franchisees and experience building meaningful relationships that ensure long-term partnerships.”

Originally from Annapolis, Maryland, and calling Billings, Montana home since 1995, Gottwals attended Washington and Lee University in Virginia, earning a Bachelor of Science in Business Administration and Accounting.

## **ABOUT KAMPGROUNDS OF AMERICA**

Kampgrounds of America, Inc. has been the definitive leader in outdoor hospitality for more than 60 years. United under the mission of “connecting people to the outdoors and each other,” the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world's largest system of privately-owned, open to the public campgrounds, consists of more than 500 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning “Love of Land,” the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit [KOA.com](https://www.koa.com) and [TerramorOutdoorResort.com](https://www.terramoroutdoorresort.com).