

Breanne Casteel Earns Business Architect Certification

Press Release Date: March 25, 2024

The achievement marks a new era of strategic innovation and excellence at Kampgrounds of America, Inc.

BILLINGS, Mont. (March 25, 2024) – Kampgrounds of America, Inc. (KOA) is proud to announce that Breanne Casteel, KOA's business architect and analyst, has successfully achieved the Certified Business Architect (CBA®) designation. This significant milestone underscores the company's commitment to excellence and future growth.

The CBA accreditation is based on the Business Architecture Body of Knowledge (BIZBOK®) and is designed to promote and advance the discipline and profession of business architecture. By achieving this certification, Breanne demonstrates a comprehensive understanding of leveraging business architecture to meet strategic objectives, address challenges, and facilitate organizational alignment and improvement.

"After a period of rapid growth, we recognized the need to examine our business operations holistically," said Toby O'Rourke, CEO and president of Kampgrounds of America, Inc. "Business architecture has been instrumental in improving our processes, fostering better collaboration between teams, and building a shared vision for the future. Breanne's achievement further solidifies our commitment to this discipline."

Casteel's approach to business architecture centers on driving value through strategic execution, investment prioritization, impact assessment, and alignment decision-making. With a personal value statement focused on being a "catalyst for change enablement through collaboration and connections to drive empathetic business solutions," Casteel is poised to lead KOA toward achieving its business objectives more effectively.

Casteel has shared insights from her journey and the impact of business architecture on organizations at several events, including the Architecture Guild Summit, Building Business Capability Conference, and the Agora Insights podcast. At these sessions, Casteel offers valuable perspectives on the practical benefits of business architecture and its role in enabling organizations to navigate change and drive success.

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.terrarmoroutdoorresort.com).