

# Ashley Korenblat

Outdoor executive with manufacturing, outfitting, and public land experience.



## BOARDS AND COMMITTEES

*Utah State Legislature*  
Quality Growth Commission 2017-present

*Outdoor Industry Association*  
Recreation Advisory Council  
2012-present


*Washington Governor Christine Gregoire: Western Governor's Association*  
Recreation Asset Task Force 2012

*Utah Bureau of Land Management*  
Resource Advisory Council Utah  
Vice Chair 2003-10

*Utah Governor Gary Herbert:*  
Outdoor Recreation Economic  
Ecosystems 2005-09

*Tripyramid Structures, Inc.*  
Concord MA 1990-95

*International Mountain Bicycling Association*  
Director 1992-2001  
President 1996-2001

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## EXPERIENCE

**Public Land Solutions • Managing Director 2012-present**  
Public Land Solutions is a non-profit that brings stakeholders together to solve public land conflicts around recreation, economic development, and resource extraction. Clients include counties, communities, and agencies seeking to optimize public land use.

**Western Spirit Cycling • CEO 1997-present**  
Western Spirit Cycling is one of the largest holders of recreation permits in the public land system. The company runs multi-day bicycle trips on federal, state, and county lands in 17 states. Western Spirit produces outdoor corporate events of all types, and is the promoter of [Outerbike](#) bicycle demo events for consumers.

**Merlin Metalworks, Inc. • President 1991-1996**  
Merlin produced titanium bicycles using the same alloy developed by Boeing. Merlin bicycle frames were honored in Business Week magazine as an American made product which exceeded world-wide quality standards and lauded in Bicycling Magazine as the bikes Greg LeMond pays to ride. The brand is now owned by [backcountry.com](#).

**First Boston Corporation. • Associate 1987-89**  
International Fixed Income Securities Trader based in New York City.

## EDUCATION

**BA • Dartmouth College • 1986**  
Government and Classical Archaeology, Dartmouth Alpine Ski Team, Director Dartmouth Outing Club Freshman Trips. Awarded the Class of 1936 award for the most outstanding women in the graduating class.

**Master of Business Administration • The Tuck School of Business Dartmouth • 1986**

## AWARDS

Outdoor Industry Association Featured Advocate 2014  
Outdoor Industry Women's Coalition's First Annual Pioneering Woman's Award 2006  
The Mountain Bike Hall of Fame Inductee 2003  
Inc. / Ernst & Young Entrepreneur of the Year Nominee 1992