



**Name:** Rachel Scott

**Club/Team:** TriBella Race Team

**Day Job:**

Rachel Scott is the Marketing and Outreach Manager of the Colorado Mountain Club. She was brought on to rebrand the 100-year-old membership-based nonprofit corporation, integrate a new CMS open source website, provide marketing support to internal Conservation, Education and Development departments and 14 group chapters state-wide, create member value to retain current membership of 7,000 persons as well as recruit new members through public relations, advertising and various marketing techniques.

**Non-profit experience:**

- Franklin Wine Festival benefitting Boys and Girls Club of Middle Tennessee, Board Member, 2008
- Bridges Domestic Violence Center, Volunteer Agency of Record, 2008-2009
- Big Brothers, Big Sisters of Middle Tennessee, Volunteer Mentor, 2008-2010
- Ride for Reading, Colorado State Liaison, 2010 to present
- Colorado Mountain Club, Marketing Director, 2010 to present

**Racing experience:**

- Category 2, road (racing since 2008)
- Category 3, cyclocross (racing since 2010)

**Biography:**

Though her love of the mountains started with the Smokies, Rachel knew she would one day make the move to the larger mountains of Colorado from Tennessee, and made that happen in 2010 to work as the Marketing and Outreach Director for the

*Colorado Mountain Club*. Graduating from Middle Tennessee State University with a degree in Journalism concentrating in Advertising Management and Public Relations, she worked in the country music industry in a Nashville-based PR firm. Rachel then sharpened her skills as an account executive in a full-service advertising agency, earned awards through her work with *Bridgestone Firestone* in the OEM division, and became the managing partner in a creative services agency focusing on product and services branding.

In the cycling world, she managed marketing for Tennessee's largest bicycle retail shop's three locations, worked as the Marketing Director for *Swiftwick International*, a cycling apparel company, and most recently pedaled and is currently the odd-job taker for the old-school, merino-cool wool cycling jersey company *Earth, Wind & Rider* out of Boston, MA. Rachel started cycling competitively after she realized that doggie paddling will not cut it when racing in triathlon. Rachel is Vice-President of the TriBella Race Team and helped found and build the team from eight women to 19 in one year, coordinated the first successful Denver delivery for Ride for Reading, and took third place in the BAR competition for Cat 3's in 2011 despite moving up to Category 2 in June.

When not on the road bike, Rachel mountain bikes badly, trail runs, climbs, and hikes. Rachel resides in Golden.