



For Immediate Release

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SNOW PARTNERS EARNS 2025 TOP WORKPLACE RANKING IN THE U.S. AND NEW JERSEY

Mountain Creek and Big SNOW American Dream Recognized in Multiple Top Workplaces Culture Excellence Categories

MONTVILLE, NJ (July 22, 2025) – [SNOW Partners](#), a world-renowned authority in resort operation whose mission is to enhance lives by building lasting connections, along with its ski and snowboarding areas, **Mountain Creek Resort** and **Big SNOW American Dream** indoor snow facility, has been recognized with two highly coveted Top Workplaces 2025 Awards – [Top Workplaces USA](#) and [Top Workplaces NJ](#). Results were issued by [Energage](#), a purpose-driven organization that develops solutions to build and brand exceptional workplace cultures. Additionally, SNOW Partners has been recognized with several 2025 Top Workplaces Culture Excellence Awards, earning recognition in the categories of Compensation & Benefits, Innovation, Leadership, Purpose & Values, and Work-Life Flexibility.

“Being named a Top Workplace at both the national and state levels is incredibly meaningful to us,” said Kelly Brooks, Chief People Officer at SNOW Partners. “These awards reflect the dedication and heart our team brings to everything we do. We’re especially proud to see recognition in areas like Purpose & Values, Innovation, and Work-Life Flexibility — all of which are foundational to our culture. As we continue to grow, we remain committed to creating an environment where our team members feel valued, supported, and inspired.”

Each year, Energage surveys tens of thousands of companies across the U.S. and New Jersey to recognize employers with exceptional workplace cultures. For over 15 years, the Top Workplaces program has assessed employee engagement, leadership, and workplace culture through comprehensive surveys. Results are derived by comparing responses to 15 research-based culture drivers—factors proven to predict high performance—against industry benchmarks. In 2025, over 2,200 companies nationwide participated in the Top Workplaces USA survey, while a record-high 145 New Jersey companies took part in the state’s Top Workplaces program. SNOW Partners was recognized alongside other top companies for its strong employee engagement and culture excellence.

“We work in and with hospitality businesses, and hospitality is all about people,” said Joe Hession, Chief Executive Officer, SNOW Partners. “We love that we get to work with so many amazing individuals on our teams. As a business leader, I have yet to find a negative outcome from taking good care of our people; investing in them has provided our greatest returns.”

SNOW Partners is always actively recruiting team members for Mountain Creek Resort and Big SNOW American Dream. In addition to competitive pay, potential resort employees can look forward to a number of unique perks and incentives, such as complimentary all-access season passes for employees and qualifying family members, as well as discounts on food, beverage, retail, rentals and lodging. Full-time year-round team members also receive unlimited paid time off and paid volunteer time off for those looking to give back to the community. For a full list of open positions and additional details, interested applicants can visit <https://snowpartners.com/careers/>

For more information about SNOW Partners and their companies please visit SnowPartners.com, Mountain Creek Resort at MountainCreek.com and Big SNOW American Dream at BigSnowAmericanDream.com.

About SNOW Partners

SNOW Partners was founded with a desire to help grow the ski and snowboard industry. It is world-renowned as an authority in resort operation and utilizing Lean Six Sigma methodology and technology to provide the highest levels of resort guest experiences. Through a process-driven approach, SNOW Partners works with resorts around the globe to maximize profitability, while focusing on improving the guest experience through its award-winning SNOW Operating Conversion & Growth™ Program. SNOW Partners also owns and operates Mountain Creek Resort and Big SNOW American Dream, North America's first real-snow, indoor ski/snowboard facility, both located in New Jersey, as well as SnowCloud™ a technology company offering cloud-based resort management enterprise software, allowing operators a friction-free relationship with their guests. They also own the fastest growing winter sport - SNO GO. For more information, visit SnowPartners.com.

About Mountain Creek

Located in Vernon, NJ, Mountain Creek is the New York Metro area's premier destination for four-season mountain adventure. Just 47 miles from the George Washington Bridge, Mountain Creek is easily accessible for New York, New Jersey and eastern Pennsylvania residents looking for a world-class resort experience. Adventures at Mountain Creek Resort include skiing and snowboarding, snowtubing, Mountain Creek Bike Park, Mountain Creek Waterpark and Mountain Creek Zip Tours and lodging at the Appalachian Hotel. Mountain Creek is proud to be recognized as a Top Workplace in the US for three years running. For more information, visit MountainCreek.com.

About Big SNOW American Dream

Big SNOW American Dream is North America's first real-snow, year-round, indoor ski and snowboard resort, and the perfect place to learn to ski where every day is a snow day. Located adjacent to the New Jersey Meadowlands Sports Complex within the American Dream retail and entertainment center, Big SNOW provides ideal snow conditions year-round within climate-controlled slopes. A 180,000 square-foot snow center offering varied experiences for all skill levels and ages, Big SNOW is equipped to assist guests with a variety of on-snow experiences from professional and student training, family ski vacation preparation, corporate team building, private lessons, children's instructional programs and more. In addition to its slopes, Big SNOW will also offer guests a world-class ski and snowboard retail experience featuring the latest in ski and snowboard hardgoods and apparel through the Shop at Big SNOW. Big SNOW is operated by New Jersey-based SNOW Partners, who also own and operate Mountain Creek Resort in Vernon, NJ. For more information, visit BigSNOWAmericanDream.com.

About Energage

Making the world a better place to work together.™ [Energage](https://Energage.com) is an HR technology company on a mission to help organizations build and brand exceptional workplace cultures. We power the [Top Workplaces](https://TopWorkplaces.com) employer recognition program and deliver actionable, research-backed employee survey insights that fuel professional growth and elevate employer brands. Our comprehensive talent experience platform combines cutting-edge tools, expert guidance, and built-in personalization to cultivate cultures that boost engagement, improve retention, attract top talent, and drive better business results. Learn more at energage.com and topworkplaces.com.

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