



For Immediate Release:
September 10, 2026

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Alta Ski Area Welcomes David Hirasawa as General Manager

Alta Ski Area is pleased to announce the appointment of David P. Hirasawa to serve as General Manager, succeeding Michael Maughan’s 36 years of service—including nine years as Alta’s General Manager. Hirasawa will become Alta’s fifth General Manager in its 89 years of operations. He joins a legacy of leadership dedicated to preserving an authentic skiing experience in our breathtaking natural environment. Hirasawa will bring more than two decades of leadership experience in the ski and resort industry, with an extensive background spanning resort operations, finance, strategic planning, capital investment and development.

Most recently, Hirasawa served in a senior management role for Boyne Resorts, where he worked across multiple resort properties within the company's portfolio, including Big Sky, Brighton, Boyne Mountain, Sunday River, Sugarloaf, Loon Mountain and the Summit at Snoqualmie. Before joining Boyne, Hirasawa spent nine years at Grand America Hotels & Resorts, where he worked in accounting, resort operations, financial planning, risk management and information technology across a portfolio that included Sun Valley Resort, Snowbasin Resort and six other hospitality properties. During his tenure, he was deeply involved in strategic initiatives, major capital investments, real estate development, government relations and forging strategic partnerships within the ski industry.

Hirasawa's experience within the ski industry also includes leadership positions at Steamboat Ski & Resort Corporation, Canyons Resort, Talisker Mountain and American Skiing Company. Hirasawa graduated from the Wharton School at the University of Pennsylvania, earning a degree in Economics with concentrations in Finance and Management and a minor in Environmental Studies. His early career included investment banking in New York before a pivot to hospitality and the outdoor industry.

“Dave brings an exceptional combination of ski industry experience, business leadership, and an understanding of the opportunities and challenges facing the ski industry. Throughout our search, we were focused on finding a leader who understands and honors what makes Alta unique—our employees, our community, our independence and above all, our commitment to providing an authentic skiing experience in a natural mountain environment. We believe Dave is the right person to carry those values forward while helping sustain Alta into the future.”
– Alta Hiring Committee

Hirasawa will assume his responsibilities as General Manager on October 19, 2026, working alongside Maughan and Alta’s Leadership Team to facilitate a smooth transition into the 2026–27 season and beyond. Alta Ski Area and its employees are grateful to Maughan for his nearly four decades of service and wish him a stellar retirement.



The 2026-27 season will mark 89 years of skiing at Alta. Originally a silver mining town, Alta was the first ski area in Utah to install a chairlift in 1938 and served as the birthplace of the modern powder skiing technique. Alta is a skiers-only mountain with majestic scenery, diverse terrain and a legendary average snowfall of 543 inches. There is a feeling at Alta we call #AltaMagic.

Alta Ski Area—Since 1938.
Come for the skiing. Stay for the skiing.

