



**Bo Adams**  
**Senior Vice President**

Bo joined MountainGuard in November of 1978. He was promoted to Senior Vice President in 1989 and co-manages the MountainGuard ski resort insurance program throughout North America. In that capacity he leads the sales effort and co-ordinates all departments for the benefit of MountainGuard clients.

Bo has participated in numerous seminars throughout North America on behalf of individual clients and various ski industry organizations including the National Ski Areas Association, Canada West Ski Areas Association and the Ontario Snow Resorts Association. He was a featured speaker at the Vail Aerial Tramway and Ski Safety Seminar. In 2013 he presented with the Ronald B. Stafford Safety in Skiing Award by the Ski Areas of New York. In 2017 he was presented with the Bill Whitney Award for an outstanding contribution to the New Hampshire ski and snowboard industry. In conjunction with his technical insurance skills, he possesses a high degree of commitment to skier education, loss prevention and overall risk management. He directed the risk management film "The Other Curriculum" in an effort to bring skiing safety into the ski school process. Bo also created and directed "Tony's Flight", a film aimed at assisting resorts in dealing with skier education. As a result of his commitment to the MountainGuard program and the ski industry as a whole Bo has developed a solid reputation with ski resort clients and others throughout North America.

Bo grew up in a skiing family and in his formative years worked in the retail and rental side of the ski business. He was captain and later coach of his successful college ski team. Currently Bo is the President of the New England Ski Museum. He was nominated by Risk and Insurance Magazine as a 2011 Power Broker Award recipient.