

BRAD KEEN

Chief Operating Officer | Full-Service Resorts, Maine and Michigan



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Brad Keen is Chief Operating Officer of Boyne Resorts' Midwest and New England properties offering lodging, dining, event facilities, and real estate opportunities in addition to activities such as snowsports, golf, mountain biking, and seasonal festivals. His oversight includes operations at Sugarloaf and Sunday River Resort in Maine, and Boyne Mountain with Avalanche Bay Indoor Waterpark, Inn at Bay Harbor and Bay Harbor Golf Club, and The Highlands at Harbor Springs in Michigan.

Prior to being appointed in 2021 to his operating officer role, Brad served as the company's senior vice president of food and beverage for nearly two decades. and during that time, led continuous improvement efforts and helped elevate the guest experience at the more than sixty dining venues at Boyne's twelve resorts located across North America.

His roles with Boyne Resorts constitute his entire career and it was a summer job remodeling a small inn near his hometown of Ossineke, Michigan that exposed Brad to kitchen operations and triggered his interest food and beverage. He began his studies at Culinary Institute of America in Hyde Park, New York in 1987 and while pursuing his degree, was accepted for an externship at The Highlands. After graduating, Brad was welcomed back by the northern Michigan resort, soon earning the executive chef position, then stepping up to food and beverage director, and in 2003, advanced to lead Boyne Resorts' food and beverage operations. He maintained a dual role from 2007 through 2015 and was also president and general manager of The Highlands.

Serving as chairman in 2013 and 2017, Brad has been a member of the Michigan Restaurant and Lodging Association Board of Directors since 2007. He is also a member of the Michigan Chamber of Commerce Board of Directors and was initially appointed in 2019.

Brad is a true outdoorsman. He enjoys snow skiing, golf, and mountain biking and is an avid hunter and fisherman. He and his wife Wendie have six children, and with their dogs Mack and Mabel, live near Harbor Springs, Michigan.