



Debbie Picard
Director of Sales
Western Montana's Glacier Country Tourism

Debbie was born and raised just north of Seattle in the scenic town of Edmonds. She earned a Bachelor's Degree in Visual Communication from Western Washington University, a degree she soon put to work in her sales career promoting Washington State as a travel destination. First, as a sales representative for the Washington State Travel Guide and later as a Sales Manager for the Vancouver USA CVB. Throughout her years in Washington, Debbie and her husband—along with their triplets—spent several weeks each year vacationing in Montana where they soon fell in love with the state's natural beauty, outdoor activities and people. Wanting to help preserve the quality of life for residents and quality of place for visitors, she has worked as the Director of Sales since 2012 in a role that seamlessly blends her sales experience with her love of Western Montana.