

Kristin Leigh Jordan

Community Builder · Program Designer · Storyteller

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PROFILE

Community builder and program designer with 20+ years creating experiences that bring people together around what matters to them.

That has looked like a summer solstice retreat that sells out every year, a neighborhood yoga studio that became a home for its members, Lululemon's regional community programs in its early growth years, and three documentaries made alongside Cheyenne, Maasai, and South African communities.

Comfortable holding the whole picture: the idea, the people who make it real, the partners who sustain it, and the budget and logistics that keep it standing. Trained as a journalist; leads with listening.

STRENGTHS

Programs

- Retreat and curriculum design
- Facilitation
- Teacher development
- Participant experience
- Evaluation and iteration

Community & partnerships

- Grassroots partnerships
- Event production
- Ambassador programs
- Cross-cultural collaboration

Communications & ops

- Writing and storytelling
- Marketing and communications
- Budgets and vendors
- Cross-team coordination

EXPERIENCE

Founder & Program Director

2021 – Present

Mountain Collective Bozeman · Bozeman, Montana

- Created and lead the Spirit of Nature Summer Solstice Retreat, sold out in each of its five years. Hold the whole arc, from the first idea through the last circle: curriculum, facilitation, partnerships, communications, and how it feels to be there.
- Bring together co-facilitators, venues, and local partners each year; handle registration, budget, vendors, and logistics end to end.
- Grew a community that comes back year after year and brings friends, through honest writing, storytelling from each gathering, and staying in touch between them.

Patient Care Technician

2022 – 2026

Bozeman Health Cancer Center · Bozeman, Montana

- Coordinated infusion scheduling and patient flow across nursing, providers, and pharmacy in a high-volume oncology center, supporting 30%+ growth in infusion volume without adding scheduling staff.
- Was a familiar, steady presence for patients and families over months of treatment.
- Noticed where handoffs between departments broke down and worked with each team to fix them as volume grew.

EXPERIENCE

Owner & Yoga Teacher

2014 – 2021

Mountain Yoga Studio · Bozeman, Montana

- Opened and ran an independent studio for seven years: classes and workshops, hiring and mentoring teachers, brand and marketing, partnerships, budget, and the daily work of keeping the doors open.
- Built a member community that showed up for each other, and partnerships with local businesses and practitioners that extended the studio beyond its walls.
- Guided the studio through the pandemic and closed it by choice in 2021 to launch Mountain Collective.

Marketing Manager

2008 – 2012

Yoga Soup · Santa Barbara, California

- Led business and marketing strategy through a period in which the studio tripled its profit and client base, opened a second location, and grew its teacher roster by 50%.
- Created the community events, workshops, and local partnerships that made that growth possible.

Regional Marketing Director

2005 – 2008

Lululemon athletica · Santa Barbara, California

- Built community relations and brand awareness across the region through grassroots partnerships, ambassador programs, community yoga events, and local storytelling during the company's growth through its IPO.
- Invited local yoga teachers and athletes in as ambassadors and hosted in-store and community events that turned each store into a gathering place.
- Wrote 6–12 month marketing plans and brought store teams along with them.

FILM & JOURNALISM

Producer and director of three independent documentaries made in partnership with the communities they portray: *The Ride Home* with the Cheyenne Elders Council (2012–13), the award-winning *Maasai at the Crossroads* with Africa Schools of Kenya (2008–10), and *Hlabisa: An Unbroken Spirit* in rural South Africa (2004–05). Reporter at Bush Radio, Cape Town, South Africa's largest community radio station (2004).

EDUCATION

M.A., Journalism · University of Southern California

2005

B.S., Journalism / B.A., Communication · University of Colorado · Minor in Ethnic Studies

2001

CERTIFICATIONS & INTERESTS

Yoga Alliance Certified Teacher · PADI Certified Diver · 50+ logged glider flights

Tools: Adobe Creative Suite · Avid · Final Cut Pro