



**MEDIA CONTACT:**

**Great Wolf Lodge**

Jason Lasecki

VP of Corporate Communications

Phone: 708.967.3325

Email: [PRTeam@GreatWolf.com](mailto:PRTeam@GreatWolf.com)

**Great Wolf Resorts Appoints Rachel O'Connell as Chief Human Resources Officer**

CHICAGO, IL – (XXXX, 2025) —Rachel O'Connell has been named Chief Human Resources Officer for Great Wolf Resorts, the beloved indoor water park resort with 23 locations across North America. O'Connell brings more than 18 years of experience in strategic human resources and talent management to the role, and will serve as a key member of Great Wolf's executive leadership team, driving the company's business transformation and growth initiatives.

During tenure of nearly a decade at Great Wolf, O'Connell has demonstrated tremendous leadership abilities, most recently serving as Senior Vice President of Human Resources where she led the company's talent management functions. In the Chief Human Resources Officer role, O'Connell will continue to build a trusted, connected, and business-driven HR function that enables every leader and pack member to thrive and be successful. She will oversee a 110-member HR team, and play a critical role in maximizing performance at all Great Wolf Lodge locations by serving as a key business partner within the executive leadership team.

"Elevating Rachel to our Chief Human Resources Officer is true testament of her leadership qualities, business acumen and passion for our pack," said John Murphy, Chief Executive Officer of Great Wolf Resorts. "We know under Rachel's leadership, our pack will feel supported, both professionally and personally, and our corporate culture will continue flourish, which will ensure we're always delivering a top-tier family experience for our guests."

"I'm incredibly honored to step into the CHRO role at a company that has supported my growth for nearly a decade," said O'Connell. "I'm proud to step into this role with humility and purpose. I'm privileged to work with such dedicated leaders, and together we'll build on a strong foundation—supporting our pack, elevating the guest experience, and guiding Great Wolf to new heights."

O'Connell brings a diverse HR viewpoint to Great Wolf Resorts, having held leadership roles in sectors such as technology, sports and hospitality. Prior to coming to Great Wolf, she was Director of Human Resources at the Chicago Cubs, and worked for Angie's List (now ANGI) and KPaul Corp.

O'Connell is a Senior Professional in Human Resources (SPHR) and holds degrees in Communication (B.A.) and Human Resources (MBA) from Purdue University. She's also completed executive education programs from the Kellogg School of Management at Northwestern University and the Haas School of

Business at UC Berkeley. O'Connell lives in Wilmette, IL with her husband and daughter. In her spare time, she enjoys attending her daughter's extracurricular events as well as gardening.

For more information on Great Wolf Resorts and its indoor water park resorts, visit [www.greatwolf.com](http://www.greatwolf.com).

###

#### **About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc. owns and operates North America's largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; Manteca, Calif. and Perryville, Md. The company celebrated the grand opening of new resorts in Webster, Texas in August 2024 and Naples, Fla. in Sept. 2024, and Mashantucket, Conn. in May 2025.