



BROOKE EDLUND
Creative Director and Brand Manager

Brooke Edlund is currently the creative director and brand manager for Papillon Group. Edlund maintains the structure and alignment of a dynamic business model comprised of five brands: Papillon Helicopters, Grand Canyon Helicopters, Scenic Airlines, Grand Canyon Airlines and Grand Canyon Coaches. Her responsibilities also include leading brand development, which ranges from collateral to sales presentations and promoting new tour concepts through various marketing outlets.

Edlund began her career in commercial real estate, where she assisted in the marketing and leasing of Class A office buildings in Seattle, Washington. After a short stint as a commercial real estate broker specializing in retail sales, Edlund transitioned back into marketing as the director of marketing for University Village, an outdoor, lifestyle shopping center. Before joining Papillon Group, Edlund worked independently as a marketing consultant in the Las Vegas area.

Edlund graduated from Northern Arizona University with a degree in Business Administration. She also attended the University of Granada in Granada, Spain.

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