

LAURIE SUZANNE JONES

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Professional Equine Manager | Operations Manager | Ranch Manager

PROFESSIONAL SUMMARY

Energetic Manager with a passion for HORSES, RANCHES and WESTERN LIFESTYLE.

Lifelong involvement with horses and ranching; blessed and grateful.

- **Professional Equine Manager** serving high-end horses, all disciplines including quarter racehorses. Managed family breeding operation. Pursued a professional barrel racing rodeo career. A horse trainer and known for effectively matching riders with competitive horses.
- **Operations Manager** who takes pride in finding quick solutions to issues across equine services, training, breeding, nutrition and real estate with creativity, grace, and ease.
- **Lifelong learner** who is enthusiastic about acquiring new skills. Strong intuition, highly aware, and observant to balance safety and fun; dedicated to living a healthy lifestyle.
- **Positive communicator** who is pleasant and enjoys helping people connect with horses and the outdoors. Kind-hearted, empathetic, and disciplined to support productive teamwork.

SKILLS SUMMARY

Strategic Planning | Business & Facility Operations | Budgets & Records | Design Thinking
Promotions & Marketing Plans | Veterinary Programs | Relationship Building | Detail Oriented
Mentor & Coach | Horse & Rider Training | Group Presentations | Problem Solving

PROFESSIONAL EXPERIENCE

Real Estate Broker (2019 – Present)

SOUTHERN NEW MEXICO REALTY / HAYDEN OUTDOORS REAL ESTATE | Ruidoso, NM

Licensed to serve New Mexico and Colorado markets specializing in farm and ranch sales.

- Sell large parcel ranches by networking to find potential buyers to carry on or create legacy.
- Ensure smooth transitions by coordinating sensitive issues between owners and buyers.
- Highlight properties by learning key details and promoting to attract the right people.
- Generated \$10M in sales by delivering top notch services to high-net worth individuals.
- Increased leads by [creating marketing videos](#) with high production value for advertising.
- Maintain and keep records in QuickBooks with attention to detail.

Operations Manager / Equine Rehabilitation Specialist (2005 – Present)

EQUINE ATHLETES FITNESS CENTER | Morgan Mill, TX & Ruidoso, NM

Created, built, and managed business which became a world class extreme holistic health and fitness program designed for individual equine rehabilitation and training.

- Grew facility to provide services for 1000+ horses and professionals, including operating and maintaining a [commercial size equine pool](#) for 12 years before selling facility in 2017.
- Raised and trained top competition horses with market values ranging from \$20K to \$200K.
- Achieved top sales rank for Equine Proscope 360 equipment in 2013 and 2016.
- Helped horses achieve peak performance by evaluating diets and fitness level along with coaching owners on top routine care strategies.
- Hired, trained, and managed 3-5 staff by teaching them to swim and stretch 10 horses daily.
- Rehabilitated professional horse athletes including Champions in competition.
- Recognized nationally by professional riders for innovative approaches to horse rehabilitation.
- Established close relationships with veterinarians, farriers, equine dentists, and chiropractors.
- Provide therapy treatments with Equine Proscope 360 and massage to elite horse athletes across the U.S. and Ruidoso Downs Racetrack prestigious All-American Futurity and Derby.

Highlight of Champion horses served:

- 2017 All American Winner and 2018 Derby Qualifier, “FLY BABY FLY.”
- Rainbow Futurity winners “Lethal Lil” and “Suze Returns.”
- Cared for “I’ll Have Another” during wins at Kentucky Derby and Preakness in 2012.
- Bred and trained horse for 2019 All American Futurity triple crown QH races.
- Cared for Rope Horse Champions “[Chicken](#)” and “[Pearl](#).”

Product Manager / Founder (2015 – 2020)

ROOTKEY® | Morgan Mill, TX

Researched and partnered with First Generation Microbial, LLC to create a microbial product benefiting horse health. Drove business development, product marketing, and operations.

- Awarded 2 grants from Tarleton University to research product efficacy on horses and bees.
- Secured partnership with Teskey’s in Weatherford, TX to market product benefits.
- Validated product by partnering with TAMU to sequence and bring product to market.

Horse Trainer / Advisor / Competitor (1995 – 2019)

WPRA RACE CIRCUIT | Morgan Mill, TX

Led horsemanship programs by training and mentoring advanced professional riders. Competed in 1000+ professional riding events in U.S. and Canada. Filmed runs to promote and sell horses.

- Established an innovative breeding and training program for barrel racing horses.
- Bred top pedigree horses to enrich agility for barrel racing with a band of 5 mares.
- Personal coach to WPRA ranked riders including multiple time NFR qualifier, Stevi Hillman.
- Determined level of instruction needed by assessing abilities and matching horses to riders.
- Operated equipment including trucks, stock trailers, rigs and tractors.
- Recognized emerging issues with horse health and called on a network of vets and farriers.

Ranch Manager / Owner (1983 – 2005)

SUTTON RANCH | Colmesneil, TX

Oversaw ranch business including accounting, taxes, financial statements, reconciliations, and daily operations. Selected, raised, and trained barrel, racing, and show horses.

- Created robust curriculum and led training programs for beginner to advanced riders.
- Spearheaded multiple NBHA Barrel events at our ranch with up to 200-250 attendees.
- Contributed to general property maintenance and daily land care year-round outdoors.

EDUCATION & CREDENTIALS

Equine Proscope 360 Certification, Intelligent Bioenergetics | Carlsbad, CA (2012)

Master Facilitator Program, The Center for EQUUS Coaching | Santa Fe, NM (2016)

Master Program Trainer, Tony Robbins Life Mastery University | Nationwide (2014 – 2019)

Heartsaver First Aid CPR Certification, American Heart Association | Ruidoso, NM (2023)

English & Theater courses, Colorado College | Colorado Springs, CO

High School Graduate, Fenster Equestrian College Prep School | Tucson, AZ

ASSOCIATIONS

American Quarter Horse Association | Women’s Professional Rodeo Association

National Barrel Horse Association | New Creation Church

TREAT Equine Assisted Therapy Program, Tarleton University | LEAD Program Ruidoso

TECHNOLOGIES

Ranchbot Remote Watering | StallWatch Video Surveillance | Equilume Masks | QuickBooks