



SG&B

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JUNE 8, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

THE 2015 40 UNDER 40

THE YOUNG LEADERS WHO ARE
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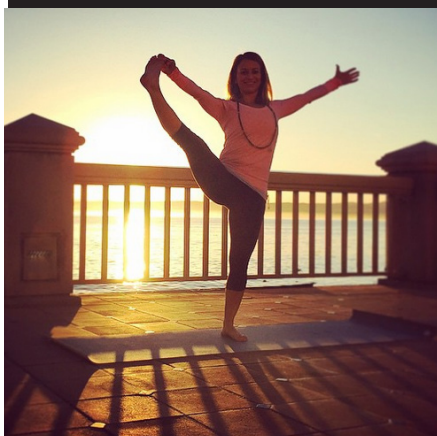


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Each year *SGB* magazine honors 40 active lifestyle professionals under the age of 40 who exemplify these qualities and enables the industry to continuously move forward. This year's list of SGB 40Under40 award honorees again exhibits the embodiment of these qualities. Each is making their mark on

his or her respective company, staff, mentors, colleagues, customers and friends.

The 40 individuals honored on the following pages are being recognized by their peers - the people they work with every day - as the best the industry has to offer as leaders that will ensure that the sporting goods industry continues to be an environment that rewards hard work and fosters success.

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DAN ABRAMS

President | Flylow Gear

Age 37 | Number of Years in the Industry 12

As President of Flylow, Dan spends his time on brand management, product design and development, marketing and business development. Duties include managing relationships with media, suppliers, manufacturers, sales representatives, marketing representatives and endorsed athletes. In 2000, Dan earned his BA in International Political Economics from the University of Puget Sound in Seattle, WA. In 2004, he earned his Masters in International Development from the University of Denver's Graduate School of International Studies. Dan's skiing accomplishments include serving as a ski racing coach in Jackson, WY during the 2000-01 seasons as well as personally ski racing from 1989 through 2009 with first and third place finishes at the Arapahoe Basin Enduro Race. He has been used as a ski model in national publications and is featured in the 2014 PowderWhore Productions feature film release. Dan and Flylow have been recognized by numerous business, skiing and outdoor enthusiast publications.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Managing the brand from product concept to sales and finance. My job is to make sure that we are making what we want, so we can sell to who we want, and grow at the pace that is best for the employees and owners of Flylow.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "You can learn something from every conversation, so never turn one down."

WHO INSPIRES YOU? Stephen Sullivan, former founder of Cloudveil and current founder of Stio.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Manage rapid growth with the goal of establishing a solid brand that can sustain itself, its growth and provide for its employees indefinitely.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Aspiring to make the best product and stay true to the brand.

Age 39 | Number of Years in the Industry 14

WHO INSPIRES YOU? People brave enough to live their dreams and those who live in favor of the future. Dan Austin of 88 Bikes is an inspiration. He's dedicated his career to joy-based philanthropy, getting bicycles to kids around the world. John Sterling of the Conservation Alliance is also a role model for the way he has unified the outdoor industry to create lasting environmental impact for generations to come.



WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Great teams and a great brand. I feel lucky to have worked with some of the best marketers, storytellers and product people in the outdoor industry. And I work for a brand that values taking risks, building a community and giving back to the world around us.





JOHN ROBERT BARRETT

General Manager, Asia | Ortholite

Age 37 | Number of Years in the Industry 13

The son of a shoe dog, John joined Ortholite in 2006 and was first assigned at the company's former OEM factory in Conghua City, Guangdong, China. After two years in that role he was instrumental in setting up the organization's chemical systems plant in Dongguan, China where the group develops and formulates its products currently on the market. John now works and lives in Hong Kong at the group's Asia headquarters.

Prior to joining OrthoLite, Barrett was in New York at D. Porthault, a luxury linen brand based in Paris. He focused on media relations as well as the company's business-to-business arm. Prior to that John lived in Osaka, Japan where he served as a foreign liaison officer to a Japanese politician. He holds a Foreign Studies Certificate from Tokyo University and a BA from Boston University in Economics and International Relations.

When not at work, climbing, triathlons and golf round out his favorite solitary activities. He can also be found on the softball fields and basketball courts of Hong Kong and greater Asia. He has a passion for music and recently placed second in the "Fed-Up Osaka" freestyle competition – the only foreigner ever having medaled in the event.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Oversee organizational operations in our Hong Kong, China, Vietnam, Indonesia and Korean facilities and business centers while maintaining customer-supplier relationships in the expanded Asia/SE Asia region. Analyze the internal and external environments as they relate to our company's strategic goals and initiatives as directed by our U.S. headquarters and execute accordingly.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "Turn over the garbage cans – that's where the money is." Old school, sage business advice from a mentor of mine who was speaking directly to finding leakage when we first opened our chemical processing facility but serves as a metaphor for anything from increasing sustainability to narrowing the clutter in one's mind and finding the brilliance buried within.

WHO INSPIRES YOU? Family. Mom taught me pure and unconditional love while Dad created an environment where foreign countries and people were the norm. My brother is absolutely fearless and never wavers from his own moral principles. My sister raises a family while maintaining a high-level, stressful job yet remains the chilliest person in the world. They are the summation of who I want to be.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Revive the past instead of looking to create a new future. There is far too much technology in our lives and instead of streamlining efficiency we are reaching a point where it leads to redundancies. People nowadays think answering an email is completing the job, which in turn leaves a lack of true accountability. I hope to bring real human interaction back to the world. I hear too often, "with technology I can do my job from anywhere." There is no substitute for looking someone in the eye and having a true meeting of the minds.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? My colleagues. Our headquarters has given me free reign to hire the best and brightest minds in Asia, and so I have a management team of communicators that ensures our company ethos permeates throughout the entire organization. The majority of our staff speaks multiple languages, which gives us an inherent understanding of local culture. Relationships are at the core of Asia business, so it's imperative we embrace that concept as a company.



Congrats, John Barrett!

From all your friends at OrthoLite, we wanted to congratulate you on your SGB 40 Under 40 honor. Just like our insoles, your dedication to quality and performance does not go unnoticed. Thanks for helping keep our brand one step ahead of the rest!

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LAUREN BLANDA

GMM | City Sports

Age 33 | Number of Years In The Industry 12

Lauren attended Emerson College in Boston, where she received her B.A. in Marketing Communications and played lacrosse and ran. She worked part time at the City Sports on Boylston Street in the Back Bay and loved the store and the company. She found herself begging the store manager to give her a chance to sell shoes. After graduating from Emerson, Lauren became a footwear manager to buy time before she considered her first big career move. After a few months, she was in touch regularly with City Sports' corporate office at and after a store visit. Lauren was offered a job in apparel buying and quickly transitioned from Assistant Buyer to Buyer to a more senior role and eventually Category Manager of the Apparel Division in 2009. Lauren was promoted to GMM in January 2013.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Leading and managing the buying team, the planning and allocation team and the visual merchandising team to achieve our sales and gross margin objectives, as well as inventory objectives. Building out strategic plans that encompass everything from vendor product launches, Co-Op marketing efforts, the City Sports brand, our private label brand CS, promotions and seasonality, and e-commerce, that tie back to supporting our financial objectives. Building relationships with key vendor partners. Partner with Marketing to build comprehensive marketing plans that support our investments with our vendor partners, drive traffic and convert. Seek and create new revenue and margin opportunities in brick and mortar and e-commerce.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Do the job you want. View change as an opportunity.

WHO INSPIRES YOU? Other successful women, whether it's Mindy Kaling or Sally Bergsen. It's inspiring to see other women follow their dreams and create something special. I'm inspired by others in this industry who are genuine, passionate and smart, people like Todd Spalletto and Sean Scales, both of whom had a positive influence on me early on in my career. My current boss Eddie Albertian pushes me and is incredibly supportive; it inspires me to be a better leader.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Make a positive impact on not just the company's performance, but also on the people who come to work every day. Build processes and set expectations. When I entered the GMM role, that was my first priority. It's not groundbreaking, but it's the only way to hold people accountable and set them up for success. Be more transparent with our vendor partners. It is a partnership after all, and the more we share with them about our goals and objectives, the more I expect they'll take chances with us.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Passion for sport and this business we're all in. I am our customer, it helps me connect with them on many levels and identify new opportunities or upcoming trends. Building a strong team; you have to be a team player. Being nimble, every day is different. Speaking up, allowing myself to get noticed and by taking chances. By showing some initiative when I worked in the stores, I was given a chance to do more in a small company. The company has grown now, and the same thing happened when Eddie (Albertian) became our CEO. I worked hard and he believed in me, enough to give me the opportunity to head up all Merchandise. Having supportive mentors and peers in this industry. I can pick up the phone any day and bounce ideas off colleagues or get advice.



TODD BRONSON

Global Creative Director | Crocs

Age 34 | Number of Years in the Industry 12

Bronson's role as Global Creative Director at Crocs is to collaborate daily with merchandising, product design, external agencies and regional offices to elevate the Crocs brand, and he brings nearly 12 years of retail, management and design experience to the position. Todd was formerly the Brand Creative Director, Group Creative Manager and Creative Manager for Denver's Sports Authority. He began his retail career in the design department at American Eagle Outfitters and also worked at the agency Brady Communications in Pittsburgh. Todd holds a B.S. in Graphic and Communication Design from La Roche College and currently enjoys living with his wife in the Denver Highlands.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Responsible for the global look and feel for the Crocs brand, direct seasonal lifestyle photo-shoots and creative direction for global marketing campaigns. Drive design consistency across retail locations, wholesale accounts and e-commerce.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "The best creative comes when you leave your comfort zone." This quote was from my college design professor and has been proven to me throughout my career.

WHO INSPIRES YOU? My father. He's as far away from the creative industry as possible, but his hard work and ethics are so inspiring for me. His advice has always fueled my passion for working hard and putting people first.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Discover new ways to approach problem solving, process and innovation.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Building relationships with people and teamwork. Working primarily in the retail industry, it has been important for me to collaborate with many different teams and people to achieve a goal. It is sometimes easy to come up with your own solution, but when you can get others on board, the idea becomes much more powerful.

LEADERSHIP

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BRIAN BURNETT

VP & DMM Footwear | The Sports Authority
Age 37 | Number of Years in the Industry 22

With a B.S. in Management and Marketing from Montclair State University, N.J., Brian has been involved in the footwear industry for more than 20 years. He started selling sneakers at Footaction at the Woodbridge Mall in New Jersey and after graduating, Brian allocated and planned footwear at Just for Feet which led him to become a buyer. He continued on the path to Footaction, Finish Line and The Sports Authority. As DMM for The Sports Authority, Brian leads the entire footwear division.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Managing all footwear at The Sports Authority - Men's, Women's and Kid's Athletic, Cleated and Seasonal categories.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? We are in Sporting Goods, so have fun. We aren't saving lives...It's only sneakers.

WHO INSPIRES YOU? I have been very fortunate to work alongside some tremendous merchants over the past 22 years, gathering my inspiration through many individuals, teams and experiences along the way.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? The people whom I have worked with have collectively taught me so much, all pieces that have helped me to become an effective leader. With the constant evolving retail landscape, I strive to make the best decisions, take calculated risks, and be sure not to continue to do the same thing over again while expecting different results.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? My passion for footwear has always been told through the lens of both a professional and personal story. These stories have helped me to stay successful, all the way from high school to college, and then on to the corporate setting. I have always maintained a high IQ for sneaker trends and that is still with me today, as my personal collection is north of 800 pairs. This passion for sneakers has definitely translated into my 20-year career in footwear. Being a good partner is a huge key to success. It's important to know how to celebrate the wins, and to also have the tough, candid conversations; which ultimately strengthen relationships. Fellow employees are like a second family, so being invested personally and professionally is important.

A male athlete is captured in mid-stride, running on a grassy trail. He is wearing an orange tank top, grey shorts with white and red side stripes, and black Asics running shoes with green accents. The background shows a lush green field and a line of trees under a clear sky.

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MARGARET CHESEBRO NEWHARD

Director of Product Management | Wigwam Mills, Inc.
Age 37 | Number of Years in the Industry 12

Margaret has worked for 12 years professionally in the sporting goods industry but it has always been a part of her life growing up in the Wigwam family business. For her it is really rewarding working with customers, reps and employees of Wigwam, some that have known her since before she had her driver's license. From 2000-03, Margaret worked as a Marketing Specialist at Gander Mountain. From 2003-06 she was an e-commerce analyst at Fingerhut Direct Marketing. In 2006 she came to work at her family business, Wigwam Mills, as a Field Marketing Manager and was promoted in 2009 to Director of Sales for the Western Region. Since 2013 Margaret has served as Director of Product Management. She completed a B.A. in Business Administration with a concentration in Marketing from Villanova University.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Manage and oversee all aspects pertaining to Wigwam's product line. This includes management of existing products and also managing

Continued On Next Page



WIGWAM^{EST. 1905}

CONGRATULATES

Margaret Chesebro-Newhard

Director of Product Management

as one of **SGB's 40 UNDER 40**

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new product design, development and launches. My day to day is spent determining seasonal direction for the upcoming lines, working with an arsenal of designers to get the looks that embody that direction, and working with manufacturing to build these designs with the right yarns and construction.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "Don't be afraid to make mistakes." Throughout my years in the business I have certainly made my share, but have no regrets. Each one makes me think longer and harder to do it better next time.

WHO INSPIRES YOU? I am inspired by the people that surround me in the industry itself. The passion of this business and my peers is infectious. However, one person in particular is certainly my father, Bob Chesebro. Wigwam is what it is today because of his passion. He has continued the legacy of Wigwam because it's something he loves and can't put down. He's taught me that success comes from hard work, building relationships, and not being afraid to get your hands dirty. It's hard to ignore the twinkle in his eye when socks are mentioned and the seemingly endless energy I see each day. To see someone that truly enjoys their career and takes pride in every aspect can't be ignored. It spurs me to do more, bring fun into the mix and continue the family heritage and culture that was born 110 years ago.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I hope to be more strategic in my role at Wigwam and become an expert at identifying potential disruptors in the marketplace. The pace of change within our market is consistently accelerating and has a less predictable path. Keeping pace and maneuvering amongst new competition and segments will be key to excelling in Wigwam's next generation.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? My curiosity challenges me to consistently dig deeper, ask why, and increase my knowledge of everything in our business. As a result, I find myself with more options and combinations which have the potential to become something new and innovative. It's easy to continue status quo, but sometimes you have to shake up the bits and find the right pieces to get something really great.



TAMMY CHRISTENSEN

Vice President, Sales

Established Brands | Compass Marketing

Age 40 | Number of Years in the Industry 7

As VP of Sales at Established Brands, Tammy has helped launch brands such as Adidas in the connected sporting goods, fitness monitoring, tracking and coaching categories. In past positions she has helped well-established brands, such as Swiss Gear, generate new revenue by extending their product offerings outside core outdoor categories at mass retail. In high school, Tammy was captain of the gymnastics, golf, swimming and diving teams. In 1993 she was Minnesota High School Diving champion and awarded the Minnesota Female Athlete of the Year award. She attended The University of Miami (FL) on a full athletic scholarship where she was a three-time Big East Conference Champion and NCAA Division I All-American on the 10-meter platform in 1997. Tammy continues to be involved by coaching and mentoring young female athletes not only in the sport of diving, but by teaching life lessons such as accountability, goal setting, hard work, leadership and how to lose gracefully.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Sales, business management, business and sales strategy planning, retail relationship management and product development for a range of sporting goods companies at retailers including Best Buy, Target and Gander Mountain.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? If you spend today worrying about tomorrow, you'll never be happy. Dream as if you'll live forever, live as if you'll die tomorrow.

WHO INSPIRES YOU? My twin nine-year-old boys. I strive to be the role model they deserve and work hard to provide them with the best possible future.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? The quote, "Hard work beats talent when talent doesn't work hard," inspired me as an athlete and continues to drive me in the business world.



DREW DAVIES

Senior Director and National Sales Manager
Sof Sole Brand | Implus
Age 28 | Number of Years in the Industry 7

Drew is currently the Senior Director and National Sales Manager for the Sof Sole brand, a division of Implus foot care. He started at Implus in 2013 as National Accounts Manager. Prior to working at Implus, Drew was a Key Account Manager at Reebok and prior to that, an independent sales rep managing SC, GA, AL and TN territories for different brands including Implus under the Kittredge and Associate's sales agency. Drew attended The University of South Carolina where he earned a Bachelor's degree in Sports and Entertainment Management.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Achieve corporate Sof Sole sales goals through the management of independent sales representatives, internal sales associates and personal management of national accounts.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "There is a reason you have two ears and only one mouth." I think this taught me a valuable lesson early on in my career.

WHO INSPIRES YOU? My father has been a big inspiration as he has been in this industry a long time and I was lucky enough to grow up watching and learning from him. I have also been inspired by the entire management team at Implus and the amount of passion they have for their work.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I judge myself based not on what others do but instead try and look at what I am capable of and maximize my own potential. Each person handles each position and situation differently, so I have tried to forge my own path and create my own way while still being aware of what others around me are doing.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? There is no doubt that it takes a good work ethic and a lot of that comes from how you were raised and the morals you have. On top of that, the experiences I have been fortunate enough to have so far in life have taught me a lot. Another big influence for me was the sports I played and the teams I was a part of. That taught me what it takes to be on a winning team.



GUILLAUME DE MONPLANET

GM | Adidas-Group France
Age 39 | Number of Years in the Industry 15

Born and raised in Paris, France, Guillaume earned a degree from ESCP, a top-three business school in France. He started his career in the U.S. in 1998 as a Marketing Project Manager for Transitions Optical (Essilor Group), based in Tampa, FL. In 1999, he joined 180s and incorporated the European subsidiary of the company in Aix-en-Provence, France. Guillaume managed the European business in more than 10 markets until it was sold in 2005. He joined the Adidas Group as Sales Director France for Reebok in 2007 when Adidas and the Reebok teams merged in France. In 2012 he became the Brand Director for Reebok-France, responsible for strategy, marketing and development. He switched brands and was promoted to Brand Director Adidas-France. Since January 2015, Guillaume has been GM Adidas-Group France. He is happily married for 17 years and the proud father of two teenage boys.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Management of 750+ employee organization in sales, marketing, distribution, strategy and development of both Adidas and Reebok brands across channels of distribution on the French market.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "Listen, watch, think, decide...and act!"

WHO INSPIRES YOU? I am inspired by the ideas and the courage of many entrepreneurs, by the emotion provoked by magical sport moments, and by the talents and the passion of my two teenage boys.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? To open more of Adidas France to its ecosystem, to make it less focused on itself and its challenges, but more on the evolution of our consumers, partners, competitors. I see in the "open" a great source of energy and creativity for Adidas.

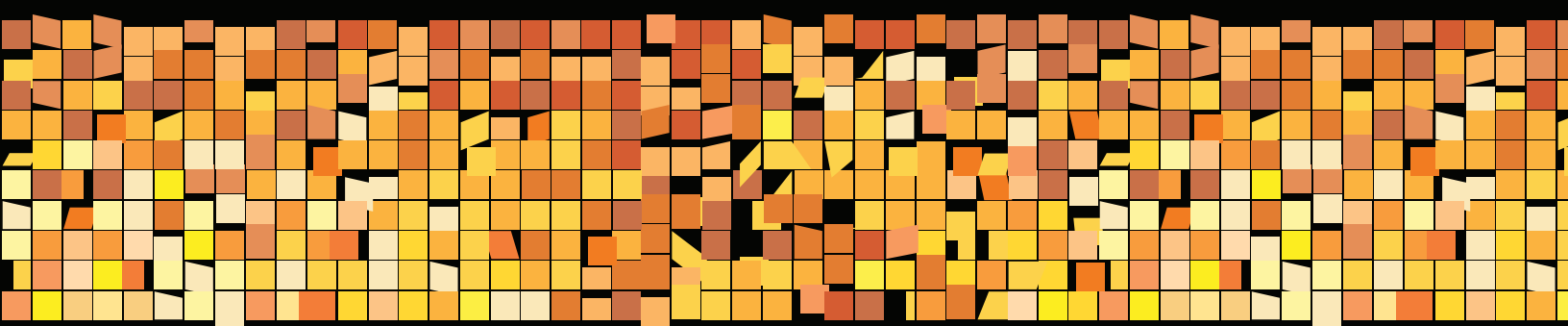
WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Three key things among others: a clarity of vision, honesty and transparency and the trust of my environment (family, teams, managers).

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Congratulates

the SGB 40Under40

2015 Award Honorees





JONATHAN DEGENHARDT

Marketing Director | La Sportiva North America
Age 39 | Number of Years in the Industry 23

Before La Sportiva, Jonathan helped establish Scarpa North America when it split from Black Diamond. He spent a lot of time in sales and service with Scarpa, La Sportiva and Trango/Stonewear and received exposure to the sales aspect of those businesses. On the retail side, he worked for four specialty outdoor shops as a buyer and/or manager. Besides traditional sales and marketing positions, Jonathan has worked as a freelancer in photo and video production and as a field marketing contractor for outdoor and nutrition brands. Jonathan earned a BA in International Spanish for the Professions from CU Boulder. The program emphasizes intercultural communication and international business. As Marketing Director at La Sportiva, Jonathan enjoys the variety and challenges of working with a global team on a broad spectrum of categories such as footwear, apparel and ski hardgoods.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Execute strategic marketing initiatives to achieve brand sales objectives through advertising, PR, sales support, grassroots marketing and athlete/ambassador programs.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Know what you don't know. It's been crucial for me to know what I'm good at and also where my limitations are. This makes a huge difference in hiring, collaboration and teamwork.

WHO INSPIRES YOU? Climbing more than any other activity has influenced my career. Coming from that perspective, I'd have to say that alpinists are a huge inspiration for me. Many of today's top tier alpine climbers continue to provide inspiration through their vision and dedication.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? With so many successful things going for us, what I've been striving for is improving La Sportiva's systems, especially regarding analysis and measuring ROI. More than anything, I'm always trying to plan for future growth while keeping an organic environment like we have always enjoyed.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? It's really a combination of things like hard work, relationship building, loyalty and consistency. If I had to pick one thing, I would say "yes" to opportunities more than I've said no. Sometimes that's risky, but it has always resulted in personal growth and professional experience.



DAVID E. FELD

Managing Director Digital Marketing
Dunham's Sports
Age 35 | Number of Years in the Industry 4+

David grew up in Farmington Hills, MI graduating with honors from North Farmington High School. He credits his work ethic, attention to detail and passion for business to his parents. David attended The University of Michigan's Ross School of Business and earned his Bachelor of Business Administration in 2002 specializing in Advertising and Organizational Behavior. David began his career by co-starting and building Shure Pets in Chicago, IL. Next, David spent four years as a product manager at Legacy.com in Evanston, IL. He is happily married with two children. His favorite activities include softball and floor hockey, completing puzzles and brainteasers and cheering on his Detroit sports teams.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Oversee all digital marketing for Dunham's Sports. I also work directly with vendor relationships and sports team partnerships. I focus heavily on analytics and strategy while developing the omni-channel path for long-term growth and sustainability.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "Skate to where the puck is going to be, not where it has been." - Wayne Gretzky

WHO INSPIRES YOU? Those that don't rest on their past success, challenge the status quo and strive for greatness. In sports, this would be Steve Yzerman, Calvin Johnson and Miguel Cabrera. In business, my previous mentor Chris Conn, whose attitude, passion, curiosity and perspective are refreshing and inspiring.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU?: Provide personally relevant and creative solutions and products for each passionate sports fan. Allow partners and vendors to truly connect with the sports customers in new, clever and exciting ways. Continue to lead, motivate, inspire and challenge my team and peers allowing them to develop and thrive into the next generation of leaders and difference makers.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Being tenacious, scrappy and determined to make sure the job gets done and exceeds expectations. Providing solutions to work smarter and create efficiencies. I also credit my team and co-workers for their attitude and commitment toward success. Also my wife Laura and our children help me keep everything in perspective.

BRENDAN M. GIBBONS

SVP and General Counsel | Wolverine Worldwide
Age 39 | Number of Years in the Industry 1

Brendan M. Gibbons has been the SVP and General Counsel for Wolverine Worldwide in Rockford, MI, since April 2014. Prior to his current appointment, he was the SVP and General Counsel for Carter's Inc., from 2004 to 2014. Gibbons also served as a Corporate Associate at Ropes & Gray LLP from 2000 to 2004. He holds a B.A. from the University of Pennsylvania (magna cum laude, 1997) and his law degree from Boston College Law School (J.D., magna cum laude, 2000).

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Chief legal and compliance officer globally

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? As a business lawyer, the answer is rarely ever "No," it is a matter of "How."

WHO INSPIRES YOU? My 94-year-old grandfather - an Italian immigrant who raised me and instilled in me a strong work ethic and a focus on education.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Forge better relationships with business partners; transform the legal department into an enabler of the Company's goals and growth objectives, not an obstacle; empower my team.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Building trust in my internal client relationships; understanding the needs of my business partners and having business practicality; holding myself to the highest standards,



FYNN GLOVER

Founder & CEO | RootsRated
Age 27 | Number of Years in the Industry 3

Fynn graduated from The University of Richmond in 2010 with degrees in International Relations and French and was captain of his Division 1 soccer team. He worked for InternMatch after college graduation and then for a Fund of Hedge Funds in Chattanooga, TN as an intern analyst. He founded Expedition Y,

a research trio, to explore the degree to which outdoor recreation positively benefits Generation Y, which led to the idea for RootsRated. He co-founded RootsRated in 2012 and has been working on it ever since.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: My job is to have a vision for the company's future; to be able to attract talented people around that vision; and ensure there is enough money in the bank to pay those people and grow the business. Setting the company's vision, building a team, managing sales and finance, and working with exceptionally smart and motivated people who share in that vision are my primary responsibilities, and it's an incredibly rewarding experience.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? "Live all you can. It's a mistake not to." – Saul Bellow

WHO INSPIRES YOU? One of the blessings of the information age is the unimpeded access to unbelievable stories of human endurance, perseverance, creativity, vision, compassion and courage from people of all walks of life and in all corners of the earth. In this industry, Gordon Seabury has been someone who's inspired and mentored me, as has Mark McKnight. They both possess the teaching spirit and care deeply about bringing out the best in those with whom they work. Also, Tom Fritz and Charlie Lozner have each provided instrumental advice to our company and helped us chart our product roadmap. One childhood sports hero also comes to mind: Steve Prefontaine, the great, gutsy runner of the 1970s.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I think there's a huge amount of wisdom to be gained through the study of history, and in that study, hopefully you learn how to emulate the people and philosophies with which your moral compass most aligns, and in so doing find your own unique voice - a voice that hopefully is helpful to those around you.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Every day, I try to position my own concept of success as a daily exercise. Did I work hard today? Did I work smart? Did I exercise brain and body? Was I kind to the people around me? Did I learn something new? Did I create something new? If the answers to those questions at the end of every day are yes, then I feel tentatively comfortable with calling it a successful day.





JOEL T. GRABENSTEIN

Category Director | Yakima Products, Inc.
Age 36 | Number of Years in the Industry 10

Life really began for Joel when he moved to the mountains, rivers and lakes of Coeur d' Alene, ID during his formidable years. He drifted around the PNW for a few years before receiving a soccer scholarship to Humboldt State where he completed his undergraduate and graduate degrees in business.

He joined Yakima Products briefly on its inside sales team before a hiatus to Telluride, CO to live the mountain town life and ski 100 days a year. He worked in the local outdoor specialty scene and eventually moved back to the Northwest to be closer to the ocean and family.

Joel rejoined Yakima where he spent six years in the marketing group (trade show/marketing collateral coordinator, marketing project manager, marketing manager, marketing & promotions manager). He worked a round of product and category management before landing the global brand director position at Yakima where he influences both product and marketing as the business expands into new markets. He enjoys overseeing Yakima's product portfolio for its three brands and working with a group of extremely talented and passionate multi-sport adventurers

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Corporate speak: the Category Director drives category management providing strategic leadership for the three portfolio brands (Yakima, Whispbar and Prorack) with the objective to grow profitable market share. This position directs the overall strategic category, new product process and product life cycle.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Take your work seriously, but don't take yourself too seriously.

WHO INSPIRES YOU? People inspire me with balance in their lives. Life can be hectic between family, friends, health, work, time and ambition. I find those who have largely achieved their version of balance very inspiring. It's a unique equation for all of us.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Harnessing the ability to go to battle over a subject and then walk out of the meeting and high five. I believe that tension and diversity of thought, drive, innovation and you have to be comfortable going to uncomfortable spaces to get the best collective work.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Strong mentors. I have had the honor of working closely with some of the best in the business, and I wouldn't be where I am today without their guidance. And recognizing moments. A good leader has to recognize important moments: giving a good toast, cracking a joke, dropping an F-bomb. These moments bring us together, strengthen the tribe, break the tension, drop the hammer, etc. There is nothing more powerful than the right words at the right time.



MATT HELBIG

Founder & CEO | Big River Running Company
Age 35 | Numbers of Years in the Industry 12

Matt Helbig founded Big River Running Company in 2006-07 and it's been named to The 50 Best Running Stores in America eight years in a row, every year since its existence (2007-14; finalist for Store of the Year 2012). Helbig has a Bachelor's in Exercise Science from Truman State University and a Master's in Sports Management from Iowa State University. Last year Matt was named to the *St. Louis Business Journal* 40Under40 Class of 2014.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Ensure my team has everything they need to create a world-class shopping environment. Work closely with the general manager, director of purchasing and director of marketing to create a single voice that speaks to the runners and walkers of our community. Direct the strategy of the company to find new customers and service our existing customers to create long-standing relationships. Work within Big River's running community to ensure it stays strong and vibrant.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Follow your passions and do what you love. My father told me that in 2005 when we first had the idea of opening Big River. It was one of the reasons I took that leap of faith and opened our first door.

WHO INSPIRES YOU? People that bring passion and expertise to their jobs everyday. I love getting together with my peers and learning from those that have been there before me. People in this industry that inspire me include Kris Hartner (Naperville Running Co.), Adam White (Running Central), Parker Karnan (Karnan and Associates) and many others.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? There are too many great run specialty retailers to think that what I'm doing is that much different, but I hope that what we have done here in St. Louis has a lasting effect on the health and wellbeing of our community.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Surround myself with likeminded, hardworking people. Giving my executive team a voice in all of our business decisions helps build trust and a buy-in that makes Big River feel like a second home. The team I've assembled has been instrumental in our growth and success. Without them Big River would not exist today.



JASON HILL

Chief Operations Officer | Frogg Toggs
Age 39 | Number of Years in the Industry 17

After graduating with a B.S. in Management from Athens State University, Jason began his career with Frogg Toggs in 1998 as their Credit Manager. Working within a growing company, he had the fortunate opportunity to gain experience in every imaginable capacity. While serving as CFO for over 10 years Jason obtained a second degree in accounting. Last year, he was recommended by the Board of Director's to become the COO where he currently sits.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Direct the overall operations and financial strategies for Frogg Toggs. My primary focus is to provide leadership, management, proper controls, and the resources needed to insure that Frogg Toggs meets the demands of its customers. I also currently sit as the Secretary and Treasurer for the Board of Directors.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Always surround yourself with people who bring out the best in everything you do. Know that most people will not long remember what you say or do, but they will always remember how you made them feel.

WHO INSPIRES YOU? My inspiration comes from my two young daughters.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I hope to facilitate a company that is based on complete transparency and absolute integrity for everyone from the Board of Directors throughout the organization and ultimately the customer.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Growing up in North Alabama, surrounded by lakes and woods, hunting and fishing was just a way of life. Joining Frogg Toggs was a natural choice and a perfect fit for my lifestyle. I knew the product, how it was used, and the people who used it. However, I feel the main key to my success is being surrounded by a team with the same philosophy and goals as mine. It is through their dedication, support, and efforts that I am where I'm at today!



TED KUSHION

Merchandise Manager | Gazelle Sports
Age 35 | Number of Years in the Industry 12

Ted started working on the sales floor at Gazelle Sports 12 years ago to supplement his income while he was a Track and Field assistant at Grand Valley State University. After one year he was given a full-time opportunity to be in charge of staff training. Two years later, he became the footwear buyer. Soon after taking the job it became apparent that to become better at his job he needed more technical business skills than what he had. So, while working and with a baby at home and another on the way, Ted worked to get his MBA. Now, he manages both the running footwear and accessories business in addition to track-related side projects for Gazelle Sports. When Ted is not working, you can usually find him playing with his kids, out mountain biking, or hunting and fishing.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: I manage the running footwear and accessories business for our three specialty running stores and website.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Jerry Baltes, my college track coach and now close friend, always preached that balance in life can get you through anything and that's become my personal philosophy. Committing to having a healthy balance of work, family, social life, and faith that things will be all right has provided me with some great joy over the past 15 years.

WHO INSPIRES YOU? The young entrepreneurs that are opening running shops and finding success. To look at the market and say "you know what, I can do it better." Then, to have the guts to pour everything they have emotionally and financially into making it work because they're just that damn passionate about building the running community, that's inspiring.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? My hope is that I can be a model of what a balanced, professional career can look like within our company. That you can still take on a huge work load, be a great dad and husband, and maybe even sneak in a few fishing trips each year.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? I've been extremely fortunate to have great mentors in my life at critical times. These individuals were more important to my success than any class, clinic or training.



WENDY LEE

Director of Social Responsibility, International Sales
Newton Running Company
Age 39 | Number of Years in the Industry 7

Wendy is the Director of Social Responsibility and also manages International Sales for Newton Running Company since 2008. Prior to coming on board with the family business (her father is Co-Founder and CEO of Newton), Wendy served as a District Counselor for San Diego City Schools for seven years and holds an M.A. in Counseling from The University of San Diego. Working with youth is a passion for Wendy that she has carried over to her role with Newton by coordinating visits for athletes and staff at schools around the country and delivering running shoes to kids in need. She loves to run and practices yoga. She is expecting her first child in September.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN?

"When you don't know what to do, don't do anything at all." I've learned that this applies to all aspects of life and have found that by not putting pressure on always having the answer, with a little time and an open mind, the right thing always presents itself.

WHO INSPIRES YOU? My parents are the most consistently generous, conscious individuals I have ever come across. My father is the Co-founder and CEO of Newton who works tirelessly to maintain our goal as a company to leave the world a better place than we found it. My mother is the rock of our family and family business. Her compassion and commitment are unmatched. And my brother, who is an integral piece in the puzzle at Newton, I admire for his incredible work ethic and never-ending kindness toward others.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? There is so much to learn from the successes and less-than successes of those around me and my goal is to stay focused on what I can do to keep growing myself and applying what I learn with every step.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? The shared value of my Newton Running family as well as my own family to use our time on this earth for making a difference in the lives of others.



LAUREN MALLON

Senior Manager | Fila USA
Age 39 | Number of Years in the Industry 16

Lauren graduated with a dual degree in Communication & Art Studio from The University of Maryland. As an undergraduate she interned with Fila in the PR group and joined the company in 1999 as a Marketing Communications Coordinator responsible for all communications and athlete promotional materials for basketball, soccer, tennis, running and winter sports. Fila did not have a PR director at the time, and Lauren took what she learned and developed relationships with media and was soon drafting all press releases. Lauren was promoted to Marketing Manager in 2001 and focused her attention on tennis and on the activation of global sponsorship for the Tennis Masters Series. During the final five years of Fila's sponsorship of the U.S. Open, Lauren developed and executed sponsorships on and off-site. She was promoted to Global Marketing Manager in 2006 and oversaw the sponsorship activation for worldwide tennis events.

In 2013, Lauren was promoted to Senior Manager of Tennis Events & Promotions responsible for negotiating sponsorship contracts and making sure retail stores stock and merchandise product for maximum exposure. She also manages all of Fila's grassroots tennis initiatives, athlete promotions and tennis category partnerships. Lauren is a member of the International Tennis Hall of Fame's Legends Ball Steering Committee, committee member of Baltimore-based charity Philanthropik and the American Cancer Society's Making Strides Against Cancer Baltimore walk.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Negotiate and activate Fila's event and grassroots tennis initiatives, develop athlete promotions and manage tennis category partnerships.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Never stop learning and improving yourself.

WHO INSPIRES YOU? I've been fortunate to have amazing mentors throughout my career who encouraged my passion and commitment to sports marketing. They not only helped me hone my professional skills, but also made me realize that anything is possible. Now, as a new mom, I am appreciative of other working moms who are able to balance life and work. Special thanks to Jon Epstein, Jennifer Estabrook and Howe Burch.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I think it is important to focus on the future, but not to forget the path that was carved by those who came before.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Relentless enthusiasm, a "can do" attitude, an insatiable drive to continue to improve myself professionally, and most importantly, my love of the sport of tennis. I have a wonderful support system with my husband and family to help me balance work and motherhood.



FILA *Congratulates* Lauren Mallon!

We are beyond proud that FILA's very own Senior Manager of Tennis Events and Promotions, Lauren Mallon, is being honored as one of SGB's 40 Under 40 this year!

Lauren's infectious passion for tennis, her commitment to helping others and her grace, warmth and love for what she does has inspired those around her since she first joined FILA as an intern in 1999. We can't think of anyone more deserving of this award.

Cheers Lauren!
- From the entire FILA Family





SARAH MATT

Marketing Director | Toad & Co

Age 39 | Number of Years in the Industry 3

Sarah spent the first 14 years of her 17-year marketing career in New York City working with global Fortune 500 companies and premier luxury brands. At a series of leading New York City B2B and B2C agencies and as an independent consultant, she earned a wealth of experience in market research, brand strategy, marketing and planning while working on behalf of companies such as Diageo, Lenovo, Bank of America and Bombardier Flexjet. Confident that she had received everything NYC had to offer, Sarah relocated to Santa Barbara, CA. Her arrival confirmed that timing truly is everything as the Horny Toad CEO, Gordon Seabury, was pondering the idea of a name change and brand evolution. Sarah has been honored to manage the brand transition, while learning from and working alongside some of the best and brightest in the outdoor apparel industry to launch Toad&Co.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: To lead by example, think big, build brand momentum and deliver marketing results that drive the business forward.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Trust your instincts, they are inherently good. And if they prove you wrong, you will be better for it.

WHO INSPIRES YOU? My parents taught me to believe in myself while being accountable to others.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Create a simple idea big enough to tell the whole story.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Relationships are everything, and the strongest ones are built on trust and respect. Never underestimate the value of determination and hard work. I truly believe you can't get anywhere without it.

KENT MCKEAIGG

Founder & CEO | OrderMyGear

Age 39 | Number of Years in the Industry 7

Kent McKeaigg graduated from Oklahoma State University with a marketing degree. He spent the first chapter of his career in the non-profit space building teams that worked with kids. He went on to lead Worship House Media, then a division of RT Media Group for three years, which was later acquired. While working there, he began thinking about leveraging the experience and relationships of his father's 35-year team sporting goods career. In 2008, OrderMyGear was born to improve the process of a group order, paid individually. Since then, OrderMyGear has gone on to process over \$110 million and is on pace this calendar year to process over \$75 million. The OrderMyGear team has grown to more than 20 employees and plays a role with every entity in the team sporting goods purchase. Kent lives in Dallas with his wife and two children.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Provide leadership and direction to OrderMyGear.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Healthy things grow and growing things change, so focus on the health of your organization.

WHO INSPIRES YOU? My family

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I hope to build on the impact people like my father had by being a proponent of change as our industry adapts to the inevitable changes technology seems to bring.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? We have a long way to go, but we would consider the way we align our intentions with our customer's intentions a significant factor.





Attaboy Kent!

Congrats Kent McKeaigg

The team at OrderMyGear proudly salutes our founder and visionary leader for being named to SGB's 40 Under 40.

Kent started his career in the team sporting goods industry by observing his father's business as an outside sales rep for a team dealer in Oklahoma. Kent knew there was a more efficient way to sell gear to groups, and built a technology platform to streamline the process.

That year, his dad's team sales quadrupled.

Founded in 2008, OrderMyGear has since processed over \$100 million in group orders, and this year alone will process \$75 million in sales for hundreds of dealers, vendors, and schools.

Kent has taken the legacy of his father and built a company that values its relationships, providing the best way for teams and groups to order their gear online.



ORDERMYGEAR



MICHAEL MEYER

Director of Design & Development | Granite Gear
Age 32 | Number of Years in the Industry 10

Meyer graduated from the Milwaukee Institute of Art & Design in 2005 with a BFA in Industrial Design and when Michael got out of school, he worked as a freelance designer before taking a job at High Sierra as a designer and then senior designer for almost five years. Michael went on to work for Under Armour as a senior designer and design manager until 2013 and followed that up with his current position at Granite Gear in 2013 as the Director of Design & Development.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Designing outdoor sport products and accessories is my passion. At Granite Gear I am responsible for all things creative, from managing the design direction for products and graphics, to designing and developing the products themselves. I manage a team of talented designers and creators.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? In college, a great professor once told me to, "work smart, not hard." Since then I have always strived to work both smart and hard.

WHO INSPIRES YOU? Adventurers and explorers inspire me these days. At Granite Gear we have a team of professional athletes. I continue to be amazed and inspired by the phenomenal feats that they accomplish. They push the boundaries as to what is humanly possible.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I hope to push innovation through great, well-thought-out and truly functional design.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? I attribute my success to taking care of people. Making sure to go above and beyond what colleagues may expect, need, or ask for is paramount. Anticipating needs and the ability to have foresight based on experiences has led me to where I am today. I continuously work to learn new skills and to stay current in my field.



STEPHANIE MILITELLO

Director of Strategic Account Sales | Birkenstock USA
Age 35 | Number of Years in the Industry 12

Stephanie began her career in footwear in 2002 as Assistant Footwear Buyer for American Eagle Outfitters. Afterwards she became Athletic Footwear Buyer for Shoes.com before switching to the wholesale side as a sales representative for Fila. Following a successful stint as Key Account Manager for Skechers USA, she joined Birkenstock USA in 2010 as Territory Manager before being named to her current position. Stephanie graduated from Duquesne University in 2002 with a degree in Business Administration.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Manage strategic accounts, including department stores, Internet, and priority independent retailers. Directly manage strategy and account management for Nordstrom, Dillards, Zappos, Amazon, REI, Athleta, The Walking Company. Manage strategic account merchandising and analysis team to drive retail sell-through.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? When I accepted my first job in sales, another rep that had been in the industry for a million years pulled me aside and said "Stephanie, all you have in this industry is your reputation. Anyone can sell shoes, but if you do right by your customers and act with honesty and integrity, you will be 10 steps ahead of everyone else." Those words are with me every day and remain a guiding force in building relationships and aiming for success.

WHO INSPIRES YOU? Personally, my mother is my biggest inspiration. She taught me the value of hard work and being driven to become the best at whatever I choose to do. Professionally, my boss, David Kahan inspires me. He has vision, passion and understanding of business that really stands out. His energy is boundless. His standards are high for his team, but even higher for himself. It is absolutely inspiring to work with a true visionary.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I don't focus on those who came before me. I wake up every day and try to learn from what I did the day before. How can I keep changing and evolving to do what is best for both my business and my partners? There are so many people that simply provide shoes or provide a product to their customers. My goal is to always act with integrity and earn the trust of those I work with, so our businesses thrive together.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? I don't consider what I do to be work. The passion with which I tackle every day is the key ingredient in my recipe for success.



KELLY MILAZZO

VP Operations | Toad & CO

Age 37 | Number of Years in the Industry 15

Kelly grew up on the East Coast playing sports and skiing. In high school her parents encouraged her to go on a NOLS trip where she truly discovered her love of the outdoors. After graduating from Colgate University she moved to Jackson Hole, WY, where she honed her outdoor skills and began her career in the outdoor industry. Kelly had the opportunity to join Cloudveil as a small, fast-growing company and was able to influence many different aspects of the business. She started in sales and during the next eight years contributed to the company's sourcing, production, product and business operations. Three acquisitions and many insights later, she decided it was time to take the next step in her career and accepted a position with Toad&Co (formerly Horny Toad) in Santa Barbara, CA. Kelly has spent the last seven years working throughout the organization to improve overall operations. Her husband and two children inspire her to be the best version of herself and live a balanced and active life.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: With a great team, I manage all things operations. Currently that includes: Purchasing, Inventory, Reporting, Logistics, Warehousing, IT, HR and Retail.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Manage the gray.

WHO INSPIRES YOU? Volunteers. The amount of genuine kindness people exhibit never fails to amaze and inspire me.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Leverage the collective strength of our industry to meaningfully get more people outside.

Toad&Co congratulates two of our employees
for their recognition in **SGB's Forty Under Forty 2015.**

Kelly Milazzo and **Sarah Matt**

TOAD&CO®
Keep Good Company



TAI NEAL

VP & DMM, SIX:02 | Lady Foot Locker

Age 34 | Number of Years in the Industry 9+

Tai began her career with Foot Locker, Inc. in 2005, and has held numerous positions as Merchandiser, Head Merchandiser, Associate Buyer and Buyer of footwear, apparel and accessories for SIX:02, Lady Foot Locker, Foot Locker, Footaction, and

Kids Foot Locker. These various positions prepared her for her current role as VP & DMM of SIX:02/Lady Foot Locker. Prior to Foot Locker Inc., Tai held various positions with Ermenegildo Zenga, Century 21 and Bloomingdales. Tai has a Business Management Degree from Hampton University, Hampton, VA.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Lead the product teams in planning and execution of the merchandise strategy for women's footwear, apparel, and accessories for SIX:02/Lady Foot Locker.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? There's a difference between interest and commitment. When you are interested in doing something, you do it only when circumstances permit. When you are committed to doing something, you accept no excuses, only results.

WHO INSPIRES YOU? People who are not expected to win, but do. People who are expected to fail, but don't. Individuals that rise to the occasion, regardless of the unfortunate circumstances they are dealt.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I want to build upon the successes, raise the bar by exceeding expectations, and break records in the women's business.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Passion for the business, respect for others, and the drive to win. Most important is the strong commitment I have to bringing others along.



DAVID POLIVY

Owner | Tahoe Mountain Sports

Age 37 | Number of Years in the Industry 14

David Polivy is the co-owner of Tahoe Mountain Sports, which he has owned with his wife since 2005. Prior to his current position, he was the Program Manager/Assistant Planner for the Sierra Business Council, 2001-05. He was Member and Board President – North Tahoe Business Association, 2012-14; Member and Board Chair – North Tahoe Regional Advisory Council, 2008-12; Director – Sierra Tahoe Series Organizing Committee, 2013-Present; and Member – North Lake Tahoe Design Committee, 2004-08. He was awarded the Excellence in Community Partnerships from Placer County Economic Development Board in 2013; recognized as Business Partner of the Year from Tahoe Rim Trail Association

in 2012; and was Business of the Year from Keep the Sierra Green in 2008. David holds a B.A. in Geosciences from Skidmore College; graduated from the Sierra Leadership Seminar in 2006; completed the North Lake Tahoe/Truckee Leadership Program in 2005 and is a 1996 graduate of National Outdoor Leadership School.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Owner/Operator of a multi-channel specialty outdoor retailer.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Take chances in order to make mistakes and celebrate successes. Learn from both and don't make those mistakes again. If you say you are going to do something, make sure you do it. Do what you love because you only live once.

WHO INSPIRES YOU? My parents inspire me to build a successful professional life while simultaneously balancing my personal ambitions and celebrating my family. They were incredibly hard workers when I was young and while I didn't realize it then, they were working so hard both for themselves but also for my sister and me. Being a small business owner means that you are always on and always working, but it's important to take a step back and realize that your family and your happiness are really what's most important. Additionally, my work at the Sierra Business Council (SBC) from 2001-05 shaped my inspiration for how to run my business and work within my community. Steve Frisch, president of SBC, has a contagious and inspirational dedication to his ethos and a fervent passion for the region where he works and the business that he works in.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I hope to use my business to make a difference in the world, the environment and most importantly in my community. Our communities and environments are dependent on the way we do business, and it is my job as a business owner to ensure that my business contributes positively to making our world a better place.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Perseverance, believing in those around me, taking chances when others are scared and speaking up to make my voice heard when I believe in something. But my secret key to success is my amazing co-owner and wife who inspires and challenges me on a daily basis to make our business and our lives better.

SARA PARKER

Director of Sales | Half-Moon Outfitters
Age 33 | Number of Years in the Industry 15

While starting college in 2000, Sara also kicked off a career at Half-Moon Outfitters as a part-time sales associate. After graduating from the University of South Carolina in 2004 with a degree in Retail Management, she worked as Store Manager at its Columbia, SC, location. In 2005, she moved to Charleston, SC to become one of two primary buyers for Half-Moon Outfitters. As of 2014, Sarah has held the position of Director of Sales. Since 2005, Half-Moon Outfitters has grown from four to nine retail store locations as well as an online store.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Achieve growth in corporate sales. Direct and oversee store managers. Plan and manage the buy for Men, Women, and Kids departments. Direct Visual Merchandising strategies and standards for the company. Collaborate with the Marketing Director to support execution of assortment buy.



WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Seek balance between all areas of life, every day.

WHO INSPIRES YOU? Women in the outdoor industry and the community, who prove that it is possible to do it all – work hard, raise a family and maintain a healthy lifestyle - with style and enjoyment.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? To influence and coach others to positively impact our community and environment.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? At home, my husband and family are an amazing “village,” who are willing to pitch in when called on and give me flexibility. In the office, I have an incredible team of people sharing in a passion for what we do, and who never tire of going the extra mile.

**CONGRATULATIONS
SARA PARKER**
ON BEING NAMED SGB 40 UNDER 40!

Your passion and commitment inspire us every day.

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www.halfmoonoutfitters.com

DANIELLE QUATROCHI

VP of Digital | The Finish Line, Inc.

Age 38 | Number of Years in the Industry 15

With more than 15 years of industry experience, Danielle Quatrochi was named Vice President of Digital at The Finish Line in January 2014. Danielle leads The Finish Line's digital customer engagement with a focus on creating a premium digital brand, commerce and mobile experiences that meet customer needs and drive business results. Danielle previously served as Vice President, Digital Experience, after joining the company in March 2012. She has played a pivotal role in evolving Finish Line's digital roadmap as well as its overall omni-channel customer experience.

Prior to The Finish Line, Danielle served in key leadership positions with several top retail brands including Nike, MapMyFitness, New Planet Beer and Room 214 where she consulted on digital strategy for Forever 21, Sanrio and Jarden Consumer Products. Danielle graduated from the University of Washington and competed in the U.S. Olympic Marathon Trials in 2012.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Danielle leads Finish Line's digital customer engagement with a focus on creating a premium digital brand, commerce and mobile experiences that meet customer needs and drive business results. She played a pivotal role in evolving Finish Line's digital roadmap as well as its overall omni-channel customer experience.

Continued On Next Page



SGB 40 UNDER 40



Finish Line congratulates
Danielle Quatrochi, Vice President
of Digital, on being recognized
as a 40 Under 40 honoree in 2015.

Finish Line
finishline.com

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Enjoy what you're doing – otherwise don't do it. I'm a true believer that you should be passionate about what you do. If you show up with passion, great things will come for both you and the business.

WHO INSPIRES YOU? I gain perspective and strength from other working mothers around me. I also remind myself that I can be a role model for new working mothers. I share tips and tricks on how to balance both roles so they too can have a rewarding career and be a great mom at the same time.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? It's not so much about what I'd do differently, rather, what I want to do – which is recognize the talents my team members have and help them see their greatness. When people are positive and excited about their work, we can accomplish a lot together.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? My relentless focus on the customer has been the key to success throughout my career. It's easy to get caught up in the hottest trends and the latest new feature. But if it's not grounded in customer insights, it's likely a waste of time and money. Sometimes the best experience or enhancement is obvious – don't over complicate it and deliver on your promise.

MICHAEL ROSSI

President | Adidas Group Canada

Age 39 | Number of Years in the Industry 16

Starting at the NHL, Michael drove licensing revenue growth and brand exposure. At Nestle Canada, Michael built Kit Kat to a number one market share position before his return to sports. With apparel brand Roger Edwards Sport, Michael held increasingly more senior roles in marketing and sales before overseeing the entire Roger Edwards division. After successive acquisitions that brought him into CCM, Reebok and the Adidas Group, he led Reebok Canada's National Sales team before becoming VP, Reebok Brand for Canada. Michael's most recent promotion to President, Adidas Group Canada sees him leading one of Canada's largest sporting goods companies and serving as part of the NA Senior Management Team for the Adidas Group. Michael's vision and strategic thinking have helped drive commercial success with industry leaders such as Foot Locker and Sport Chek. He has built lasting partnerships with key organizations such as the Canadian Football League and GoodLife Fitness and spearheaded the launch of a national BOKS before school fitness program for children. Michael supports charitable initiatives including work with the Princess Margaret Road Hockey to Conquer Cancer event and the Terry Fox Foundation. An Honors Business Administration graduate and Valedictorian of Western University's Ivey Business School, Michael also gives back to the industry speaking at university conferences and coaching graduates in their pursuit of careers in sport.



PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Oversee Canadian operations for Adidas Group, including Adidas, Reebok and TaylorMade brands and lead an inspired group of more than 1600 employees in one of Canada's largest sporting goods companies.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Ask great questions and enjoy the journey every step along the way.

WHO INSPIRES YOU? People with vision, energy and a genuine desire to make a difference with the people and in the world around them. My late father was a great role model for me in that regard.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I hope to lead our business toward new opportunities that weren't even visible in the past, and perhaps more importantly, I hope to inspire our people to realize their individual potential at work and in their lives.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? A healthy blend of curiosity, passion, humility and competitiveness.



CHRIS SACKETT

VP & GM | BRG Sports (Bell Helmets)

Age 39 | Number of Years in the Industry 22

Chris was born and raised in Anaheim Hills, CA where he grew up riding and racing motorcycles and playing football. While attending Junior College pursuing a career in Fire Technology and racing motorcycles, he worked part-time at a newly formed motorcycle dealership in Anaheim, CA. What started as a part-time job soon morphed into a general manager role with one of the nation's largest dealers. Soon after graduating from the Fire Academy Chris realized his place was in the motorcycle industry and co-founded a small helmet company specializing in OEM development and manufacturing. After two years of successful OEM manufacturing and the start-up of his own domestic brand, Chris was approached by Bell Sports to manage its newly reacquired business in motorcycle helmets. From 2003 to 2010, he served as the Senior Product and Merchandising Manager. From 2010 to 2014 he was the Business Unit Director for Powersports until being promoted to VP and GM in 2014.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Responsible for the Powersports division of Bell Sports which has its primary focus on Powersports helmets and branded apparel.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Take contrary positions to create more discussion because it often leads to better decisions and more creativity.

WHO INSPIRES YOU? Our CEO Terry Lee. He has experienced so much in his career and the amount I learn from him with every interaction is priceless. He is a true leader and mentor. Terry has an amazing ability of instilling confidence in a person. My Dad was very much like this with me growing up and with my motorcycle racing and sports. It is what I have grown up with and respond to, so having someone like Terry come in and give me this support is super powerful and allows me to be my best.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Keep reinventing and never be idle. For years the brand reinvented our products and is always at the forefront of innovation. Once again we are constantly pushing to innovate, even before we are complete with current projects we are just bringing to market. Our organization at BRG really fosters this concept of innovation and surrounds us with amazing talent and support. It is our operational excellence that allows us to put more focus on product, which drives our success. Being a part of a company that understands that and gives us the operational and financial resources to allow us to focus on building the best product is a key driver to what keeps us moving upward.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Passion and perseverance would be my main key to success. I have had some dark times throughout my career and in many cases even though everything pointed to failure, I refused to give up. One of those instances was taking a brand at the bottom of consumer's minds and turning it around into an industry leader and a brand many people now want to be a part of. I absolutely did not do it on my own and have an amazing team whom without we would have never succeeded. There was one point however that I was literally the only thing that was between the business going away and becoming the number one helmet brand in motorcycling again. I fought very hard to have our organization give us the chance to turn it around, and it paid off big time.



MATT SCHULTZ

Divisional Merchandise Manager, Sporting Goods
Meijer, Inc.

Age 32 | Number of Years in the Industry 4

Matt earned his bachelor's degree in Marketing from The University of Wisconsin – La Crosse in 2006. While attending college he worked part time in the paint department at a Menards store. Upon graduation Matt accepted a marketing specialist position at its corporate office. Within a year he was promoted to associate buyer where he was responsible for several categories including automotive, outdoor power equipment, power tool accessories and pneumatic tools. In 2011, Matt accepted a buyer position with Meijer, Inc. and made the move from Wisconsin to Michigan. From 2011 to 2014 he was responsible for several categories including seasonal sports, bikes, pools, team sports, golf and fitness. In August of 2015 he accepted the position of Divisional Merchandise Manager of Sporting goods.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Drive overall strategy of the sporting goods division including pricing, marketing, planning, assortment/program selection, sourcing and store presentation. Lead a team of buyers, merchandise associates and support groups to achieve financial goals of the team sports, fitness, golf, winter sports, camping, fishing, water sports, games, summer toys, pools and hunting businesses.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Have a passion for everything you do and take pride in the results.

WHO INSPIRES YOU? My family inspires me to never settle and to continue to want to do more for them. My 4-year-old daughter recently said to me, "Dad, hard things can be easy to do." You cannot tell me that does not inspire you.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I want to leave no stone unturned and never be afraid to take calculated risks. Any positive change that I've been able to affect in my career has been the result of taking a chance on something not done before. I want to continue to have that mindset and continue to affect positive change. I refuse to look back on a time where I can say that I didn't make an impact.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? I've been blessed with a lot of great opportunities in my career, and I have been surrounded by a lot of great people. The key to my success has been working hard to be in a position to take advantage of those opportunities and learn from those great people. My first manager in retail taught me that if you come to work every day and put in a real effort to be the best at what you do, good things will happen for you and those around you. I've tried to apply that logic every day over the past 10 years.

DEDICATED

SPORTS JOB SOURCE



JOSH SHAW

Founder & CEO | Mission

Age 39 | Number of Years in the Industry 7

Josh is the founder and CEO of Mission. Previously, he was Co-founder and COO of GoSMiLE; and prior to that, Co-founder and VP of Business Development of Student Advantage, Inc. (NASDAQ: STAD). Josh graduated from The University at Albany with a BS in Marketing and Finance. He is married to his high school sweetheart Melissa and they have two kids who are the greatest joy in his life.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: As CEO I'm responsible for the day-to-day business at Mission, and as Founder, I'm responsible for charting the strategic vision and plan for our future as we build a billion dollar global sports brand.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Get comfortable with being uncomfortable.

WHO INSPIRES YOU? My wife and children are incredible sources of inspiration for me on many levels. Most importantly, they inspire me to be great, live for the moment and have no regrets. My business partners and Co-founders at Mission - Dwyane Wade, Serena Williams and David Wright. These are tremendous human beings who stand for something much bigger and greater than their individual sport. They embody every ingredient of what it means to be a true champion in life. I'm inspired by them to bring that same maniacal focus, unwavering dedication and commitment to win into our business - each and every day. I'm surrounded by an amazing team of partners who inspire me to go higher, play harder and win each and every day. They are athletes in business and they define Mission.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I want us to inspire everyone we touch with our brand, our team and our business to be greater every day - personally and professionally.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Teamwork. One of the most important keys to my success has been surrounding myself with exceptional operating and business partners. We are here today at Mission because of an all-in mentality with a true team effort. Success is earned, not given.



**THERE'S GOOD.
& THERE'S GREAT.
THE DIFFERENCE
IS YOU.**

Congratulations JOSH SHAW on being honored as a
SGB 40 under 40 Award Winner Recipient.
Thank you for inspiring us to be greater on and off the field.

#ONAMMISSION





KATIE SWENSON

Craft Sportswear Layer 1, Bike & Nordic Sales Manager
 Craft Sportswear North America
 Age 39 | Number of Years in the Industry 15

What Katie truly loves is to be outside cross-country skiing, riding her bike and trail running. She graduated in 1997 from Bates College with a degree in Psychology. She attended the Stratton Mountain School, graduating class of 1993. She is a Board Member of Fast and Female, a non-profit organization founded by an Olympian to empower and motivate girls to live a healthy lifestyle. Before coming to Craft, her experiences included: Tecnica Footwear - Sales and Sports Marketing Manager; Salomon USA - Footwear and Nordic Product Category Manager; Swix Sports - Custom Sales; and U.S. Ski Team - Nordic Manager.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Chart the direction and strategy of Craft North America's Baselayer, Nordic and Cycling categories. Lead sales team of in-house and independent reps. Manage forecasting, product selection, SMU requests, inventory management and purchasing for covered categories. Oversee sponsorship partnership with the U.S. Ski Team.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Don't be derailed by a setback, challenge or criticism. Move forward and use it as an opportunity to do it better next time. Listening can be your most powerful tool.

WHO INSPIRES YOU? People who share their knowledge and experiences to teach others. In the end, that's what makes us all better as individuals, as companies and as an industry. I am also inspired by people who are not intimidated by the unknown and take their own route with enthusiasm and energy.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I try to take what I've learned from my mentors, methods and strategies that have worked in other scenarios, and apply those to challenges I face whether it's with mentoring others or driving growth for the company.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? I have been fortunate to have great mentors along the way; people who are leaders and successful at what they do. These individuals instilled confidence by pushing and challenging me. It is this kind of support that has helped me to grow and take risks.

PASSIONATE

SSI | RESEARCH



NEAL TAYLOR

VP Concept of Consumer | Reebok

Age 39 | Number of Years in the Industry 9

Originally from London, Neal studied in Spain and worked across many markets in Europe, Asia and Latin America. He has been with Reebok for nine years in roles in Europe and the North America. Prior to Reebok, Neal worked for a number of brands and sports properties including UEFA Champions Soccer with Ford, Olympics with Heineken and as Head of Marketing at Red Bull UK. He relocated to Amsterdam in 2006 to the Reebok European office, and in 2010 crossed the pond to join the Reebok Global team in Canton, MA. In 2015 Neal switched to his current position to focus on the U.S. market. He is at his happiest when working in large groups across many functions. His most recent roles have been focused on driving the connection between the global creation engine and local market performance. He is passionate about the Reebok brand's belief that fitness builds communities and enhances lives and has taken on a number of challenges including a marathon, triathlons and a sanctioned amateur boxing bout, raising money for Cancer research. He lives in Dover, MA, with his wife and two children.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Strategic Planning across the U.S. distribution landscape including wholesale and direct to consumer channels.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? There are two types of people in the world, energizers and energy sappers. Be an energizer for others and surround yourself professionally and personally with those who add energy to your life.

WHO INSPIRES YOU? School teachers, fitness instructors – basically anyone who can look themselves in the mirror at the end of every day and say, I made a difference to someone else's life today.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Adapt to the crazy fast world we all live in. Hierarchy and a complex approval process get in the way of the real opportunities – be fast and listen.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Being able to learn from others and admit where your blind spots are. Having the right complimentary skill sets around you makes everyone stronger.



CONGRATS NEAL TAYLOR

FOR BEING CHOSEN AS ONE OF THE
40 UNDER 40!
YOUR POTENTIAL IS LIMITLESS.



MEGAN TOMPKINS

Publisher | Bicycle Retailer and Industry News (BRAIN)
Age 37 | Number of Years in the Industry 14

Megan is the *Publisher of Bicycle Retailer and Industry News*, the bicycle industry's primary source for trade news and analysis. The magazine's former Editor, she also spent two years working in sales and marketing roles for two leading industry suppliers (Shimano and Specialized). Megan returned in 2013 to manage the business side of the publication and transition the magazine into the digital era. A board member for the Bicycle Product Suppliers Association (BPSA), she is also a former board member of the Outdoor Industries Women's Coalition (OIWC). A graduate of Dartmouth College (BA English 1999), she began her editorial career in New York City. An avid cyclist and Strava addict, she resides in Southern California where she can ride year-round.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Overseeing all aspects of the magazine including production, sales, marketing and editorial. Key functions include creating operating budget, developing new publishing ventures and leading business strategy.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Trust your instincts.

WHO INSPIRES YOU? Arianna Huffington because she is an influential female leader in the media business who has turned the traditional publishing model on its head with the *Huffington Post*. Richard Branson because he is a successful entrepreneur and is willing to take risks (who I had the opportunity to interview on a Virgin Atlantic flight early in my career). Marianne Vos because she absolutely crushes it on a bike in multiple disciplines and has brought visibility to women's professional cycling.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? To be open, imaginative and flexible about ways to transition a traditional trade publication to a digital platform and take an integrated multimedia approach to enriching our content.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Building a strong network of relationships with industry leaders and cultivating trust with them. Hiring talented people and giving them the freedom to work independently and creatively, envisioning novel editorial projects (like our BRAIN Dealer Tour and Retail Remodel Project) and providing inspiration and resources to make them successful.



TINA WADE

DMM Footwear | DTLR, Inc.
Age 31 | Number of Years in the Industry 12

Tina's first job with DTLR was in the shipping and receiving department. She also worked nights and weekends in the stores at the same time. During that two-year period she quickly gained insights into how the many aspects of the business compliment each other. Her first merchandising opportunity was as a buyer's assistant where she became a liaison to the stores, the warehouse and vendors. She was promoted to an allocator position for over 50 stores; which helped her understand the analytics of the business. With the support and guidance of her mentor, Todd Kirssin, I was promoted to Buyer, Kid's and Women's Footwear. In 2013, Tina was promoted to DMM Footwear. She is part of a team that brings the latest and greatest footwear to more than 100 stores in nine dynamic markets.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: I manage the Men's, Women's and Kids Footwear business with the help of my talented team.

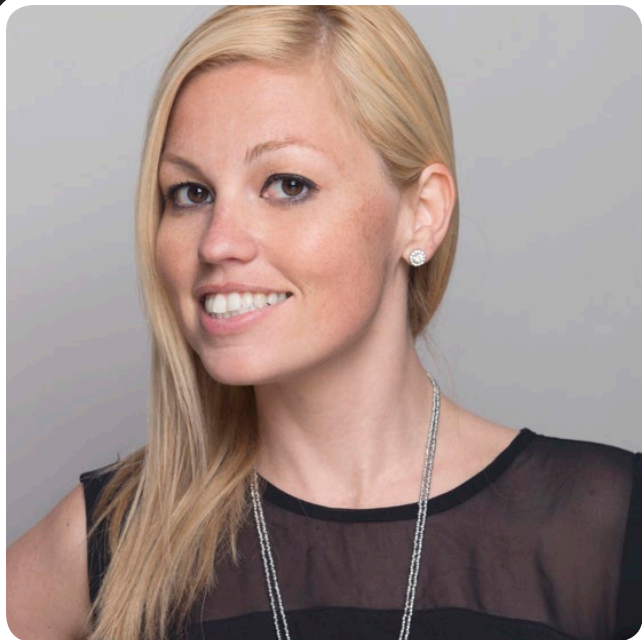
WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? In this business, it's all about the relationships you build.

WHO INSPIRES YOU? My two beautiful children, my faith in God and my mentor Todd Kirssin.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Continue to evolve our business model and adapt to an ever-changing marketplace.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Determination and drive, making mistakes and learning from them and never letting the fear of the unknown hold me back.

DTLR
YOUR FASHION...YOUR LIFESTYLE!



DTLR
YOUR FASHION...YOUR LIFESTYLE!

DTLR Congratulates Tina Wade
on Achieving the
SGB's 40 Under 40 award!

Tina Joins an Exclusive List of Past DTLR Winners: Antonio Gray 2014, Todd Kirssin 2011



MATTHEW WEISS

Senior Manager Specialty Sales | Brooks Sports
Age 35 | Number of Years in the Industry 19

Matthew's career started at the Westchester Road Runner in 1996, a job which allowed him as a high school sophomore to see that there was a whole industry dedicated to running, which was exciting because it beat working in his father's warehouse. He graduated from the University of North Carolina-Chapel Hill in 2002, where he earned a bachelor's degree in history. After learning a ton from the amazing people at Westchester Road Runner, Matthew joined Brooks in 2005 and has been with the company for 10 years. He started as a Guru (tech rep) in NY and moved to Seattle in 2008 to take on the role of Eastern Regional Specialty Sales Manager. In 2014 Matt started his current role as Senior Manager Specialty Sales overseeing the regional managers and taking on a greater role leading the specialty business.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Managing the day-to-day revenue of the specialty footwear business in the U.S. for Brooks Running Company. Key functions of my job are to lead our specialty sales force both internally and externally, drive seasonal strategy for the specialty sales business including the development of key sales programs and develop revenue and sales goals for our reps, managers and key accounts. I work cross-functionally with multiple facets of the Brooks business including customer service, retail marketing and product teams to align efforts and drive the business forward.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Stop complaining and do something about it.

WHO INSPIRES YOU? No figure in American sporting history casts a larger social impact than Jackie Robinson. To call him an American hero isn't strong enough praise, and I hope one day to have a fraction of the courage, humility and toughness that he exhibited.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I want to remain curious and open to new ideas. I hope to never stop learning.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? Unbelievable luck and an incredibly strong cast of co-workers who have mentored and inspired me throughout my career. My family has been another key to my success; from my parents who instilled in me that I could do anything I put my mind to and gave me the confidence to pursue my passion, to my wife who told me to never be a "rodent of ritual" and has allowed me to chase my dreams.



GAVIN WHELAN

Director of International Sales | TriggerPoint
Implus Corporation
Age 31 | Number of Years of the Industry 6

Gavin is a driven, passionate and experienced sales director specializing in the sports and fitness industry. He consistently exceeds sales targets in both international and domestic markets with excellent business development abilities along with strong communication skills. His work and professional sports history includes Retail Sales Assistant, Golf Works (1999-2001); Junior Sales Executive, Osmosis Ireland Ltd (2001-2003); Semi Professional Soccer Player, UCD AFC (2000-2004); Professional Soccer Player, Drogheda United FC (2004-2007); UK Sales Manager, Osmosis Ireland Ltd (2007-2008); Semi Professional Soccer Player, Bray Wanderers FC (2008-2010); Vantage Club Sales Executive, Football Association of Ireland (2008-2009); Global Sales Manager, Air Structures International Ltd. (2010-2013). He came to TriggerPoint Performance as International Sales Manager in 2013 and became Implus Corporation Director of International Sales – TriggerPoint in 2014. He attended University College Dublin receiving a Diploma in Sports Management.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: Manage all TriggerPoint global business outside of North America. Attend key industry trade shows to represent the brand and meet with key stakeholders. Organize quarterly master trainer and International partner summits in Asia, Europe, Middle East and Australia.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Focus on being the best at what you do, deliver what you promise, and the rewards will follow.

WHO INSPIRES YOU? My wife who set up her own business at a young age, which continues to grow despite raising two young kids and dealing with a husband who lives out of a suitcase half the year. I also take inspiration from some great Irish businessmen like Denis O'Brien, Dermot Desmond, Bill Cullen and of course the great Arthur Guinness.

WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? I have lots of respect for the people who came before me at TriggerPoint, but I hope to deliver a higher level of customer service, focus more on strategic partnerships, and find ways to push the brand into new markets.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? My ability to get the team I work with to go the extra mile when helping me to reach our goals.

LAURA WOLF STEIN

VP Marketing | SKLZ

Age 39 | Number of Years in the Industry 1+

Laura is the VP of Marketing for SKLZ overseeing strategy and execution of the entire marketing mix to ensure the SKLZ story is consistently delivered to athletes committed to training. Prior to SKLZ, Laura spent 11 years at Sony in LA and San Diego holding marketing leadership positions at Sony Pictures, Sony Direct, and the Home Entertainment and Sound Division. Prior to Sony, Laura spent three years in product management at LookSmart, an Internet search company. Laura is a former Division 1 volleyball player and completed her undergraduate degree in History and Latin American Studies at Princeton University. She holds a Masters Degree in Global Media and Communications from the London School of Economics and USC. She is a runner, yogi, cyclist, and a die-hard Padre fan. Laura lives in Point Loma, CA with her family.

PRIMARY RESPONSIBILITIES IN YOUR CURRENT POSITION: My primary responsibility is to build love and trust for the SKLZ brand with core athletes wanting to train not just harder, but smarter too. I oversee the integrated marketing mix for SKLZ including brand & creative strategy, digital marketing, social media, PR, sports activation & partnerships, events, retail marketing and training program development.

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN? Have a point of view and share it.

WHO INSPIRES YOU? My husband Josh and my brother Mike, both of whom allowed their love of sports to guide their career decisions.



WHAT DO YOU HOPE TO DO DIFFERENTLY THAN THOSE WHO CAME BEFORE YOU? Put the needs of the athletes in the center of all our decision-making and build meaningful relationships with athletes of all levels. I hope to build a team of inspired and thoughtful marketers that challenge each other while simultaneously executing against a single integrated plan.

WHAT DO YOU CONSIDER THE KEY TO YOUR SUCCESS? I love working with all types of people and connecting the dots between teams and marketing opportunities. Real value comes from doing the unexpected and uncovering every rock to find new opportunity.





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