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Osprey Promotes Sarah Harper Burke to Retail Marketing Manager

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Cortez, CO - August 30, 2011 - Osprey Packs, Inc., a leader in creating top-quality, high-performance, innovative packs, announced today the promotion of Sarah Harper Burke to the position of Retail Marketing Manager.

Burke joined the company in 2009 as Pro Deal and Program Packs Manager. She was also responsible for launching Osprey's Pro Shop Program, which implemented a new fixture point of purchase program with key dealers across the country. As Retail Marketing Manager, she will continue to manage this program, as well be the direct contact point for all marketing initiatives, programs and partnerships with Osprey's retailers.



"During her two years with Osprey, Sarah has shown incredible initiative, drive and passion for the company," said Gareth Martins, director of marketing for Osprey Packs. "We're very happy to welcome her to her new role as Retail Marketing Manager and add her to the marketing team."

Prior to joining Osprey, Burke gained marketing and operations experience while working at the US National Whitewater Center and the Nantahala Outdoor Center (NOC). She holds a master's degree in Sports Management from the University of Tennessee, Knoxville.

Said Burke, "I am looking forward to working with our wonderful Osprey sales and marketing teams, sales reps and partners to help advance the brand through our retailers, and I'm excited to support our sell-through strategies with our key dealers."

Burke has also made her mark at Osprey outside of the office. In 2010, she participated in the Breast Cancer Fund's 11th annual Climb Against the Odds, climbing the 14,179-foot Mount Shasta as a fundraiser for breast cancer prevention awareness. As a Climb Against the Odds corporate sponsor, Osprey outfitted each of the 26 climbers with an Ariel (women's) or Aether (men's) backpack.

