



BicycleRetailer.com

April 28, 2014

Ballard Named Osprey Operations Chief

Monthly Traffic: 200,760

URL: <http://tinyurl.com/m24q6fn>

Ballard named Osprey operations chief

CORTEZ, Colo. (BRAIN) — Outdoor industry veteran Kenny Ballard has joined Osprey Packs Inc. in the newly created role of chief operating officer. As COO, Ballard will head up Osprey's operations, IT, purchasing, quality and returns, and human resources.

"Osprey Packs is very excited to welcome Kenny to our company," said CEO Tom Barney. "Filling the COO role completes Osprey's executive team and will help provide Osprey and our customers further critical internal support. Kenny possesses the experience and energy necessary to be successful as our COO and contribute to Osprey's leadership and future growth."

Ballard has more than 20 years of sales, marketing, product development and brand management experience working for outdoor companies including Boulder Outdoor Specialty Group and Established Brands.

Ballard's outdoor industry experience includes serving as president of Boulder Outdoor Specialty Group — home to brands including Kelty, Sierra Designs, Slumberjack and Wenger — and, most recently, heading up sales, marketing and management firm Kenny Ballard Consulting.

"As a longtime admirer of the Osprey brand, I am honored to be a part of this passionate and accomplished team," said Ballard. "I look forward to being a part of the brand's future in this strategic role."