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May 19, 2015

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URL: <http://tinyurl.com/mpn6639>

Osprey Packs adds BonDurant, Metternick to marketing team

by BRAIN Staff

Published May 19, 2015

CORTEZ, Colo. (BRAIN) — Osprey Packs has bolstered its marketing team, hiring outdoor industry veterans Rob BonDurant as director of marketing and Kurt Metternick in the newly created position of Web manager.

"We are thrilled to welcome Rob and Kurt to the Osprey team," said Kenny Ballard, COO of Osprey Packs. "In the short time they have been on board, they have provided valuable direction, creative thinking and a clear understanding of the Osprey brand, its heritage and culture. With their extensive experience in the outdoor industry, we are poised to further amplify Osprey's rich history of innovation while reinforcing Osprey's quality and value commitment to our consumers and retailer partners."

BonDurant will serve as a member of the Osprey executive leadership team charged with developing and executing a comprehensive worldwide marketing strategy for the brand. BonDurant previously served as director of global marketing for Harman International and also spent 12 years at Patagonia.

As Web manager, Metternick will lead Osprey's next generation of website development. He reports to BonDurant. Before joining Osprey, Metternick was online sales manager at prAna and prior to that senior account manager at DVA Advertising.