



Osprey Packs Taps Industry Veterans to Lead Marketing Team

SNEWSNet.com

May 19, 2015

Osprey Packs Taps Industry Veterans to Lead Marketing Team

Monthly Traffic: 99,925

URL: <http://tinyurl.com/m925bwd>



Cortez, CO – May 19, 2015 – Osprey Packs, a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, is pleased to announce two notable additions to the marketing team. Rob BonDurant joins the company as Director of Marketing and Kurt Metternick fills the newly created position of Web

Manager. The hiring of these two industry veterans is an integral component of Osprey's focus on continued growth and points to the brand's investment in a next generation, global communications strategy.

"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 key member of the Osprey executive leadership team charged with developing and executing a comprehensive worldwide marketing strategy for the brand. Prior to joining Osprey, BonDurant served as Director of Global Marketing for Harman International. Previous to that, BonDurant enjoyed a rich career in the outdoor industry including twelve years with Patagonia where he served in several roles including Vice President Global Marketing, Vice President Marketing, Communications and Merchandising as well as Director of North American Sales.

"For years I've considered Osprey the category benchmark for the outdoor industry's most innovative and comfortable carrying systems," said BonDurant. "Brilliant, integrated designs overlay a company culture rich in heritage, focus and commitment. I feel so fortunate to join this team to help develop its increasingly powerful, next-level communications and services on the global stage."

Metternick will report to BonDurant as Web Manager, a newly created position. As Web Manager, Metternick will lead Osprey's next generation site development. Previous to joining Osprey, Metternick served as Online Sales Manager at prAna and prior to that Senior Account Manager at DVA Advertising.

"Osprey Packs has a deep history filled with amazing product and design innovations rooted in getting people outdoors to explore," said Metternick. "I'm really excited to convey this message digitally to our core users and expand our reach in the marketplace."

