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by BRAIN Staff

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CORTEZ, Colo. (BRAIN) — Osprey Packs has hired Vince Mazzuca as senior marketing manager and Jennie Wong as sales and marketing coordinator.

Mazzuca will provide leadership to the marketing team, contributing to the development and execution of the brand's marketing strategy. In addition to strategy, Mazzuca will lead consumer and trade events, media planning, sponsorships, promotions and sell-through. Prior to joining Osprey, Mazzuca served as marketing manager for Ruffwear and global marketing manager at Yakima Products.

Wong will oversee execution of all domestic sales meetings, trade shows, dealer visits and in-house presentations. Wong's experience in the outdoor industry includes work with Royal Robbins in purchasing, customer service and marketing.

"We're excited and fortunate to have these two experienced industry experts join our growing communications team," said Rob BonDurant, Osprey's director of marketing. "In addition to the professional experience each brings, is their equally important cultural connection to the products we make and the sports we support. 2016 will be an exciting year for the Osprey community."