

## Michael T. Wallenfels

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A dynamic business leader with proven financial performance and executive management experience providing strategic direction for industry leading lifestyle brands with direct expertise in:

- ✓ Senior Team Management
  - ✓ Strategic Planning
  - ✓ Brand management
  - ✓ Sales management
  - ✓ Product line management
  - ✓ eCommerce/on-line marketing
  - ✓ Direct brand retail
  - ✓ International business development
  - ✓ Investor and public relations
  - ✓ For-profit and non-profit boards
  - ✓ Mergers and acquisitions
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### Employment History

#### April 2014 to Current

#### Outdoor Pursuits Consulting, LLC

**About OPC:** Consulting services for a diverse range of brands, service companies, and investment groups that need advice on value creating projects that solve problems and pursue solutions to complex business challenges. My primary focus is on board level projects, executive initiatives, eCommerce, and new business development.

#### November 2009 to April 2014

#### Timbuk2, San Francisco, CA

**About Timbuk2:** Innovator and market leader in lifestyle bags and accessories based in San Francisco, CA. This multi-channel brand has ecommerce, direct retail, wholesale, and international sales with reach into the outdoor, luggage, consumer electronics, bike, women's, and fashion lifestyle channels. Revenue grew by 68% through direct ecommerce, direct retail, and sales to key retailers such as REI, Amazon, Apple Retail, Best Buy, Title9, and Macy's stores along with diverse specialty retail partners.

#### CEO and Board Member

Directly responsible to private equity owners to turn around established companies revenue and EBITDA for multi-channel lifestyle bag and accessory brand. Completed re-organization over a 3 month period hiring leadership team for product, marketing, and sales channels that delivered on 3 year revenue plan. Personally drove company expansion into CE related retailers, international, direct to consumer retail, and expanded eCommerce capabilities. Navigated successful transaction 2013. Revenue is confidential managing 70 employees, 9 direct reports, and +15 global distributors.

#### November 1993 to 2009

#### Mountain Hardware, Richmond, CA

**About Mountain Hardware:** Founded in 1993, Mountain Hardware became an industry-leading innovator with recognition across multiple product categories. After growing revenue from start up to \$35 million over a 9 year period, Mountain Hardware successfully merged with Columbia Sportswear, Inc. in 2003 delivering global brand, product, retail, and sales strategies that grew revenue 3x from \$36 million to over \$100 million post acquisition.

#### April 2005 to November 2009: President, Mountain Hardware and Montrail

Responsible for strategic direction and operations for integrated multi-brand subsidiary of Columbia Sportswear focused on driving growth within the Outdoor, Sporting Goods, Snowsport, and Specialty Running markets. Provided day-to-day strategic business leadership responsible for managing all P&L and

operations for Mountain Hardwear and Montrail brands as part of Columbia Sportswear executive management team. \$115 million, 95 employees, 8 direct reports, and distributed in over 50 countries.

**January 1999 to April 2005: Vice President of Sales and Marketing**

- Sales: Managed all sales efforts through a dynamic network of domestic sales representatives and international distributors. Established and managed direct sales relationships with specialty and national accounts such as REI, EMS, Dick's and The Sports Authority.
- Marketing: Directed all brand development efforts including agency partners, advertising, PR, web, market research, retailer merchandising, and athlete sponsorships.
- Go-To-Market: Coordinated communication between design, sales, and marketing departments through seasonal Go-To-Market process.

**November 1993 to January 1999: Co-founder and National Sales Manager**

One of 8 founding members of Mountain Hardwear directly responsible for US sales and distribution strategy, sales reps, service team, and retailer incentive programs. Worked closely with product and marketing team to synergize brand and product positioning.

**November 1991 to November 1993 Sierra Designs, Berkeley, CA**

**About Sierra Designs**: Leading outdoor lifestyle equipment and apparel manufacturer.

**National Sales Manager** - Managed all aspects of sales, product positioning, and major account development for this established specialty brand with sales of \$12 million.

**August 1985 - November 1991 Adventure 16, San Diego, CA**

About Adventure 16: Multi-door specialty retailer with 6 stores in Southern California. Services included retail sales, outdoor education, and travel planning.

**November 1987 - November 1991: Merchandise Manager/Buyer** - Managed OTB and merchandise assortment for all equipment, footwear, and technical apparel categories.

**August 1985 - October 1987: Store manager and Climbing Instructor**

**For-Profit and Non-Profit Board Experience**

**Timbuk2 Designs - 2009 to 2013**

One of seven directors while serving as CEO under private equity ownership (VMG and Portfolio Logic). Responsible for brands strategic direction, P&L and overall governance.

**Bear Valley Mountain Cooperative - 2013 to 2015**

Board member for start up Cooperative created to purchase and manage Bear Valley Mountain Resort. Drove marketing and communications that resulted in over \$2 million in funding to purchase and operate Bear Valley Ski Resort.

**Big City Mountaineers (BCM) - 2012 to Present**

Board member for non-profit organization that inspires under resourced urban youth through outdoor oriented experiential and educational programs.

**Outdoor Industry Association (OIA) Board of Directors - 2000 to 2009**

Board member for 28 member trade association board serving manufacturers, suppliers, and retailers focused on the outdoor and active lifestyle market. Responsibilities included nominations, compensation, and 2 years as Board Chair.

**Education**

1982 to 1987 - San Diego State University and Grossmont College majoring in Business Administration and Marketing.