Mike Wallenfels

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BOARD BIO

Mike Wallenfels is an experienced CEO, board director, and senior operating executive with more than 30 years of leadership in scaling lifestyle consumer brands across global markets. He brings deep expertise in go-to-market strategy, M&A integration, P&L oversight, international expansion, and multi-channel transformation with a track record of guiding companies through critical growth and transition points.

Mike has worked extensively with public companies, private equity-backed businesses, and founder-led brands, providing strategic oversight and partnering closely with CEOs and investors to drive value creation. His experience spans both operating leadership and board governance, enabling him to contribute effectively across strategy, execution alignment, and organizational development.

He currently serves as President of Oregon Outdoor Alliance, where he has been a director for nearly ten years, leading governance, industry advocacy, and long-term strategic direction. In addition, he serves on the advisory board for Oregon State University–Cascades, supporting workforce development and regional economic strategy.

Mike has board experience in private equity environments, including serving on the board of Timbuk2 Designs during ownership by VMG Partners, where he contributed to strategic repositioning and improved financial performance. He also advises CEO's and emerging brands such as PACKFIRE and Blackstrap on growth strategy, go-to-market execution, and brand positioning.

As an operator, Mike has held senior leadership roles including SVP Global Sales at Helen of Troy (NASDAQ: HELE), where he led global sales strategy for a $900M+ division including OXO, Hydro Flask, and Osprey, playing a key role in acquisition and integration efforts. Previously, as VP Global Sales at Hydro Flask, he scaled the business by 6X and built a global, multi-channel sales organization. As CEO of Timbuk2, he restored revenue and EBITDA growth under private equity ownership, and earlier co-founded Mountain Hardwear, leading its global expansion and its eventual sale and integration into Columbia Sportswear.

Through his advisory practice, Mike works with consumer brands, founders, and investors on M&A diligence, post-acquisition integration, go-to-market strategy, eCommerce, and international expansion. His clients have included Cotopaxi, Rumpl, Darn Tough, Zenbivy, Nocs Provisions, Blackstrap, and Gibbs Fishing.

Mike is known for his ability to bring strategic clarity, align leadership teams, and support sustainable, long-term growth. His board contributions are grounded in practical operating experience, global perspective, and a collaborative approach to governance and value creation.