



MIKE WALLENFELS

Board Director | CEO | Growth, Go-to-Market, M&A & Global Expansion
www.outdoorpursuitsconsulting.com

BOARD PROFILE

Experienced CEO and senior operating executive with 30+ years leading and scaling consumer brands globally. Deep expertise in go-to-market strategy, M&A integration, international expansion, and multi-channel growth. Trusted advisor to CEOs, boards, and investors during critical growth and transition periods.

BOARD COMPETENCIES

- Growth & Go-to-Market Strategy
- M&A & Integration
- International Expansion
- CEO & Leadership Alignment
- Private Equity & Investor Alignment
- Governance & Board Leadership

INDUSTRY EXPERIENCE

- Consumer / Outdoor Products
- Retail & E-commerce
- Private Equity-backed Companies
- Growth-stage Brands
- Higher Education
- Nonprofits

BOARD EXPERIENCE

Timbuk2 Designs (2009-2013) - Board Member and CEO of PE-backed consumer product brand. Turnaround to growth and positive EBITDA for cycling lifestyle brand

PACKFIRE, LLC (2025-Present).- Board Advisor for Founder led outdoor consumer product start up. Focus on eCommerce, marketing, and wholesale strategy

Outdoor Industry Association (1999–2009) - Board Member and Board Chair for National Trade Association. Governance, funding, and gov't affairs.

Oregon Outdoor Alliance (2017-Present) – President and Board Member for State trade association. State advocacy and strategy.

Oregon State University - Cascades (2022-Present) Advocacy & Advisory Board for regional University. Student programming and workforce development.

EXECUTIVE EXPERIENCE

Helen of Troy (NASDAQ: HELE) – SVP Global Sales
Led global sales for \$900M+ division (OXO, Hydro Flask, Osprey) including integration project implementation

Hydro Flask – VP Global Sales

Scaled global multi-channel sales from ~\$45M to \$275M+ across NA, EMEA, and APAC

Timbuk2 Designs – CEO & Board Member :Restored revenue and EBITDA growth under PE ownership with equity partner exit

Mountain Hardwear (Columbia Sportswear) Brand President

Co-founded, VP Sales & Marketing, and President managing full P&L and brand global strategy post Columbia Sportswear acquisition

ADVISORY & CONSULTING

Advising consumer brands, founders, and investors on M&A diligence, post-acquisition integration, go-to-market strategy, eCommerce, and international expansion.