

BARRETT CHRISTY CUMMINS

Brand Builder / Advisor / Mentor

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CAREER SUMMARY

Sports Marketing and Product Director with 30 years of experience in the action sports, youth culture and outdoor industry. Creative direction and vision, a respected mentor and community builder bringing the competitive mindset and leadership qualities of an athlete to all aspects of business and brand building. Continuing professional growth in entrepreneurship, financial education and business development advisory roles.

KEY ACCOMPLISHMENTS

Mervin Mfg. Product Development: Directed design and creative, on all women's product for Gnu, Lib-Tech, and Roxy Snow with resulting sales increase of 44% from 2017-2019. Increased women's category sales to 43% of Gnu overall volume in 2022

Mervin Mfg. Sports Marketing: Developed a team of athletes and influencers to fit the target brand image and establish Gnu and Lib as leading women's board brands. Identifying, negotiating, signing and caring for all partners within the portfolio's sports marketing matrix. Including Olympic Gold medalists Kaitlyn Farrington, Chloe Kim and Jamie Anderson.

Mervin Mfg. Brand Management: Brand culture energizer and ambassador, internally as well as publicly through communications, events, partnerships. Creating, leading and driving global brand strategy for Gnu women's, with the largest women's snowboard line of any competing brand. Successfully launched Women's Lib brand across all categories, with a limited budget and reduced staff.

2016 Transworld Legend Award recipient: 1st woman to receive this award for 20+ years of contribution to snowboarding industry, including being named by ESPN as one of 7 women in the "Top 20 X Games Snowboarders of all time" list.

Nike 6.0 / Nike Snowboarding: Built and managed a team of athletes and influencers for Nike's iconic snow brands, elevating the brand positioning as a legitimate action sports brand. This followed 10 years as a Nike athlete for multiple categories, and the launch of the "Air Barrett Christy" the first signature ACG shoe designed for an athlete, male or female.

PROFESSIONAL EXPERIENCE

MERVIN MFG | Largest Board Sport Manufacturer in the USA | Sequim, WA | 2006-present

Women's Brand, Product, Marketing Director | Hired as athlete ambassador, promoted to design and marketing consultant, then employed as women's program director for all aspects of women's business | Gnu, Lib-Tech, BMBW, Roxy

- Grew product line and sales from a single woman's pro model to 3 separate brands and 25+ board models. Sales increase from 2017-2019 44%. Women's sales volume growth to 43% of Gnu overall sales 2022
- Manage extensive global network of ambassadors and partners, including athletes, coaches, resorts, brands, and media. Training, educating and building relationships to elevate the Mervin brands.
- Manage licensing agreement with Roxy Snow. Creative direction, line planning, team management, sales material creation, and product fulfillment for events and partnerships.
- Identify new opportunities and market needs for technology, aesthetic, and performance across all categories and brands within the Mervin Mfg. portfolio

SKILLS

Creating, leading, and driving global strategy for product development and marketing with a focus on women's business

Creative direction for board sports categories. Skilled at curating product lines with cohesive graphic and art direction to elevate brand identities

Identify the unique voice of brands within the competitive landscape. Work in collaboration with sales, marketing, and product teams to define and execute on brand strategy

Contract negotiations and execution with athletes, artists, partners, and licensing agreements.

Communication, copy-writing, and creative storytelling for all Mervin brands, men's and women's categories. Catalog creation, and product pitching

Public speaking, presenting for sales events, industry networking events. Drawing on an extensive knowledge of snowboard industry history and present-day cultural influences with the experience of an Olympic athlete, mentor, manager and mother.

RELATED EXPERIENCE

Olympic Snowboard Team member 1998 | 2006 Olympic Snowboard team selection committee

X Games competitor 1997 – 2004 | 2018, 2019 X Games Snowboard athlete selection committee

Keynote Speaker at 2018 Effective Edge Managers Retreat | "Marketing to Ego. Delivering to Ability ; Don't Sell Out, Sell in."

Served on 2019 Coast Works judging panel | Initiative established by the Nature Conservancy in collaboration with the Center for Inclusive Entrepreneurship. To award funding through a Sustainable Small Business competition aimed at diversifying the local economy through the development of new businesses that contribute to a new vision of sustainable community and economic development.

Natural Selection Rider Selection judging panel 2021

Pitch Sessions co-founder 2021/2022 | Panel discussion event empowering women in action sports to use their influence in positive and productive ways as leaders and community builders. Mentorship, education, and perspective from industry professionals to position athletes for growth and success.

Woodward Women's Advisory Council member 2022 | to increase female participation and progress in Woodward properties and activations

EDUCATION

30 years of experience in Action Sports, Outdoors, and Youth Culture industry

Financial Ed CE, Senior Marketing Dir. Vantage Financial Alliance 2026

Licensed Life, Disability Insurance Producer 2021-present

OREI Leadership Certificate, Oregon State University 2020

Landmark Forum and Landmark Advanced Course graduate 2019

Western State University, Gunnison CO. 1992-1994