

BARRETT CHRISTY CUMMINS

970.390.8460



Barrett Christy Cummins

WOMEN'S PRODUCT, BRAND & MARKETING DIRECTOR – MERVIN MFG.

Brand manager, Sports Marketing and Product Director with 25 years of experience in the action sports and outdoor industry. Creative direction and vision, a brand evangelist that brings the competitive mindset and leadership qualities of an athlete to all aspects of brand building.

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- 25 years action sports / outdoors / youth culture industry
- Competitor, Creator, Mentor, Manager
- 6 years at Mervin Mfg. with expanded role focused on managing the women's product lines across all brands. Lib, Gnu, Roxy, BMBW. Creative direction, product development, marketing
- 15 years focused on building Mervin Mfg. women's business through strong product, team, partnerships and marketing
- Passionate about building brands and partnerships in the outdoor industry

SKILLS

INTRO

EXPERTISE

PASSIONATE . CREATIVE . PROFESSIONAL

PEOPLE / TEAM LEADERSHIP

CROSS-FUNCTIONAL MARKETING & PARTNERSHIPS

LINE PLANNING, KEY PRODUCT SALES & MARKETING

COMMUNITY GROWTH & SUSTAINABILITY EFFORT

COMMUNICATION, COPY-WRITING

CREATIVE STORY-TELLING

CONTENT CREATION & MANAGEMENT

SALES TOOLS & CATALOG CREATION

CONSUMER EXPERIENCES

CONTRACT NEGOTIATION AND EXECUTION WITH ATHLETES,
ARTISTS, PARTNERS & LICENSING AGREEMENTS

PUBLIC SPEAKING/ PRESENTING

LICENSED INSURANCE PRODUCER, ADDING FINANCIAL
EDUCATION TO ATHLETE SUPPORT PROGRAMS

OUTDOOR INDUSTRY LEADERSHIP CERTIFICATION THROUGH
OREGON STATE UNIVERSITY

VISIONARY . COMMUNICATOR . LEADERSHIP

CREATING, LEADING & DRIVING GLOBAL BRAND STRATEGY

CREATIVE DIRECTION, CATEGORY MANAGEMENT

DEVELOPMENT & EXECUTION OF MARKETING PLANS

SEEDING AND INFLUENCER PROGRAMS

GLOBAL ATHLETE MANAGEMENT

LEAD DIRECTION OF PRODUCT ASSORTMENT, PRODUCT
DEVELOPMENT & PRODUCT MARKETING

BRAND CULTURE ENERGIZER & AMBASSADOR

PROMOTE BRAND AWARENESS AND INCREASE GROWTH

PARTNERSHIPS, ACTIVATIONS & EVENTS

TRAINING, EDUCATING & BUILDING RELATIONSHIPS WITH SALES
TEAM, INFLUENCERS, ATHLETES AND PARTNERS TO ELEVATE THE
BRANDS

2006 OLYMPIC SNOWBOARD TEAM SELECTION COMMITTEE

2018, 2019 X GAMES SNOWBOARD ATHLETE SELECTION
COMMITTEE

2021 NATURAL SELECTION ATHLETE SELECTION COMMITTEE

TEAM . CREATE

LEAD & EMPOWER GLOBAL ATHLETE TEAM TO ELEVATE THEMSELVES AND THE BRANDS THEY ENDORSE

LEAD A TEAM OF 5 GRAPHIC DESIGNERS TO CREATE THE WOMEN'S PRODUCT LINE OFFERING FOR GNU, LIB, BENT METAL AND ROXY

IDENTIFY THE UNIQUE VOICE OF MERVIN HARDGOODS BRANDS WITHIN OUR PORTFOLIO AND IN RELATION TO THE INDUSTRY

BUSINESS . GROWTH

IDENTIFY NEW OPPORTUNITIES AND MARKET NEEDS FOR TECHNOLOGY, AESTHETIC AND PERFORMANCE, ACROSS ALL CATEGORIES AND BRANDS

MANAGE ROXY SNOW LICENSING AGREEMENT. CREATIVE DIRECTION, LINE PLANNING, TEAM MANAGEMENT, SALES MATERIALS, AND PRODUCT FULFILLMENT

COLLABORATE WITH SALES, MARKETING, AND PRODUCT LEADERSHIP TEAMS TO DEFINE AND ELEVATE OVERALL PORTFOLIO OF BRANDS

WOMENS SNOWBOARD SALES INCREASE 44% FROM \$2.5M TO \$3.5M 2017-2019

WOMENS HARDGOODS SALES UNITS INCREASE OF 69% FROM 2021-2022



NIKE SNOWBOARDING. NIKE 6.0 TEAM MENTOR

*2005-2012

NIKE 6.0 SNOW TEAM MENTOR

BUILD A SNOWBOARD TEAM OF THE MOST PROGRESSIVE YOUTH ATHLETES FOR ICONIC NIKE 6.0 BRAND

DEVELOP AND MANAGE ASSETS IN NIKE 6.0 PROGRAM AND RELATED ACTIVITIES

DEVELOP RELATIONSHIPS WITH INDIVIDUALS AND ORGANIZATIONS TO ELEVATE THE BRAND AND THE ATHLETES

MENTOR ATHLETES IN SPORT, CAREER, AND INDUSTRY PATHS

PROVIDE CONSULTATION ON ALL NIKE ACTIVATIONS WITHIN THE SNOW SPORTS INDUSTRY

DEVELOP EVENTS & PARTNERSHIPS TO ELEVATE NIKE'S ACCEPTANCE AS AN ACTION SPORTS BRAND

CONCEPTUALIZED SNOWBOARDER MAGAZINE "THE LAUNCH" EVENT TO FOCUS ON THE SKILLS & INFLUENCE OF YOUTH CULTURE IN THE SNOW INDUSTRY

NIKE SNOWBOARDING SPORTS MARKETING CONSULTANT

PROVIDE CONSULTATION ON ALL NIKE ACTIVATIONS WITHIN THE SNOWBOARDING INDUSTRY

BUILD SNOWBOARD ATHLETE AND INFLUENCER TEAM AND FURTHER ELEVATE NIKE'S POSITION AS AN ACTION SPORTS BRAND

CONSULT ON OUTERWEAR, BOOTS, AND PRODUCT LINE WITH DESIGNERS AND TEAM

ATHLETE AMBASSADOR TO ALL NIKE BRANDS AND CATEGORIES, SPANNING FROM ACG (1998-2002) TO NIKE WOMENS (2002-2005), NIKE FITNESS & NIKE SB (2005-2012)

ATHLETE CAREER ROADMAP

1994 - 2020



In Barrett Christy's interview here she says "There are getting to be a lot of us (women) who give up everything for a life of snowboarding." Even off something small, Barrett went big. Photos by Jeff Curtes (left) and Bill Thomas (right).

FIRST PHOTO PUBLISHED



GNU SNOWBOARDS AD HIGHLIGHTS



MT BAKER LEGENDARY LADIES EVENT & 20 YEAR PRO MODEL CELEBRATION



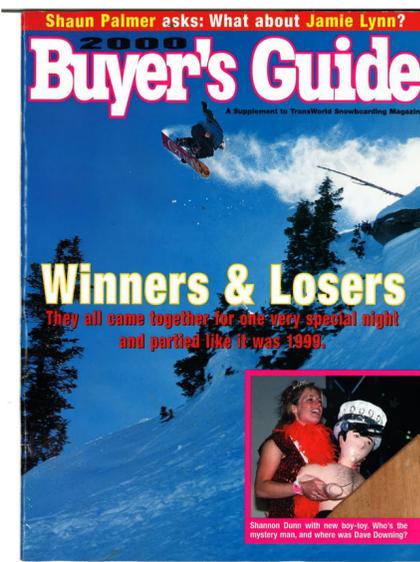
APPLE JACKS BOX COVER



MEMBER 1ST OLYMPIC SNOWBOARD TEAM



WOMEN OUTSIDE MAGAZINE COVER



SNOWBOARDER MAGAZINE COVER



TAG HEUER CAMPAIGN IMAGES



12 X GAMES SNOWBOARDING MEDALS



TRANSWORLD LEGEND AWARD RECIPIENT



FULL MOON FILM FEATURED ATHLETE



NIKE ACG SIGNATURE SHOE "AIR BARRETT CHRISTY"



KEYNOTE SPEAKER FOR NIKE ARIES 2010 OLYMPICS EVENT "THE SNOW KNOWS NO GENDER"