

BARRETT CHRISTY CUMMINS

Brand Builder

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CAREER SUMMARY

Brand, 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.

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. Sales units increase of 69% from 2021-2022

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. Management of Mervin partnership and product development for Olympic Gold medalists Kaitlyn Farrington, Jamie Anderson and Chloe Kim

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 Girls, 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. Brand lead for Roxy Snowboards and bindings

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 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

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 to direct all aspects of women's business in Mervin Mfg portfolio

- 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% and sales units increase of 69% from 2021-2022
- 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 team, 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 across 4 brands with a focus on women's business

Direct a team of 5 graphic designers for women's product line offering with Gnu, Lib-Tech, Roxy, and Bent Metal Binding Works

Identify the unique voice of Mervin hardgoods brands within our company and relative to the competitive landscape. Work in collaboration with sales, marketing, and product teams to define and elevate the overall portfolio of brands

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 as 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.

EDUCATION

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

Licensed Health, Life, Disability, LTC Insurance Producer, providing financial education to athletes and the action sports community 2021

OSU Outdoor Recreation Economy Initiative Leadership Program 2020

Landmark Forum and Landmark Advanced Course graduate 2019

Western State University, Gunnison CO. 1992-1994