

Working in the Outdoor Industry for over 20 years, Matt Kaplan brings with him a wide array of experience and perspective from several brands within the Industry. Matt has an MBA in International Business from Thunderbird (the American Graduate School of International Management) and upon graduation, quickly combined his passions for the outdoors with his educational background.

Over the years, Matt has worked in the outdoor electronics world, starting the Outdoor division of ACR Electronics, and launching their Personal Locator Beacon line of products, and then moved to Suunto North America, where he started as a sales rep, moved to National Accounts Manager, then Director of North American Sales, and finally became President and Managing Director of Suunto North America. During his time at Suunto the company more than doubled its revenue and profits exceed goals every year.

After Suunto, Matt worked in the footwear and apparel worlds, where he was the President and General Manager of Footbalance North America. At Footbalance, Matt retooled the organization and orchestrated both top line and bottom line growth to bring the company back to profitability and achieving 87% growth in revenue. He then transitioned to the Director of the Independent Specialty channel of Timberland USA overseeing 800+ accounts and opening more than 130 new points of distribution, Prior to joining OIA, Matt was the Vice President of Sales for Ibex Outdoor Clothing.

At the Outdoor Industry Association, Matt oversees organizational revenue objectives, new business development, and revenue diversification. In this role, Matt is constantly looking at ways to develop new programming, new partnerships and new opportunities to enhance OIA's value proposition. Matt works with organizations in like-minded industries such as surf, bike, run, snow and natural foods to find areas of alignment and synergies as well as university partners across the country when he launched the first of its kind, continuing education platform for the outdoor industry.

Matt has worked with big box retailers, specialty retailers, domestic and international distributors, online retailers, the US military, scuba, search and rescue, and the forestry industry. Matt has built and managed sales teams, created and implemented strategic plans and go to market strategies, and managed company P&L's.

While at Suunto, Matt was one of only 25 participants (out of 7000 Amer Sports employees) selected to participate in the prestigious Amer Sports Horizons Executive Management Training Program.

Matt lives in Boulder with his wife and two sons. He enjoys surfing, skiing, snowboarding, mountain biking and Crossfit. Matt is also a two time finisher in the Xterra World Championships Offroad Triathlon.