CHRIS HARGES

An innovative marketing leader specializing in growing global, aspirational apparel and sporting goods lifestyle brands across all channels.

WORK

Marmot & ExOfficio (Newell Brands) | Director of Brand 7/2018–Present

VP-level role rebuilding these brands for growth. Lead omni-channel global marketing including DTC and Amazon marketing. Launched new brand, product and channel strategy, rebuilt a 12-person marketing team and established new GTM process to align seasonal lines with consumer and customer needs. Developed omni-channel, DTC-first marketing process to transition from low-funnel-only to full-funnel LTV model and built hub-and-spoke message management to control brand expression across the globe.

Tank Design | Director of Brand Strategy 9/2016–7/2018

Managed the San Francisco office and developed a brand strategy practice for this 75-person agency focused on consumer e-comm (start-ups & established), B2B and brand identity. Developed brand positioning, e-comm and performance marketing platforms for B2C and B2B clients and introduced client-facing and internal metrics to measure profitability.

Mountain Hardwear (Columbia Sportswear) | Director of Global Marketing 8/2011–3/2016

Ran global marketing strategy and execution for this premium omni-channel apparel and sporting goods business. VP-level strategic management of brand relaunch, global and channel expansion and the launch of direct-to-consumer e-comm and brick and mortar stores. Led a team of 15, set brand and seasonal strategy and developed integrated, multi-channel programs for US wholesale, e-commerce and international markets. Rebuilt staff and processes and realized gains in GTM calendar efficiency, brand awareness and engagement, ROAS, global implementation of brand directives, and sales in US direct channels.

Consultant 1/2011–7/2011

Three primary projects: (1) private label brand and merchandising development for Gander Mountain, a 120-store sporting goods retailer, (2) brand marketing and business development for Boreas, a start-up backpack brand, (3) brand purpose development for Mountain Hardwear.

Satellite Design | Principal 1/2000–12/2010

Launched and managed this graphic design firm specializing in brand and product strategy, trade and consumer collateral, product packaging, POP and branded environments. Grew the business from a sole proprietorship to an award-winning, six-employee firm with Fortune 100 clients. Developed a practice around inspirational brands with hard-to-explain products. Positioned and launched new brands and products ranging from apparel to aircraft financing. Clients included: The North Face, Ariat International, Hitatchi, Sony PlayStation, Wells Fargo Bank, Hewlett-Packard and Safeway.

The North Face | Marketing Manager 1997–1999

Participated in the re-launch of the brand under the Never Stop Exploring brand positioning. Managed a three-person team responsible for brand and product marketing including all consumer and wholesale catalogs, packaging and retail merchandising. Managed program budgets, outside agencies and vendors.

Eastern Mountain Sports | Marketing Manager 1994–1997
Managed brand and store-level marketing programs including public relations, direct mail, co-op vendor marketing, new-store advertising and store-level marketing for this 80-store, specialty retail chain.

Various Publications | Staff and Freelance Journalist pre–1994
Reported on topics from health care to politics as staff reporter and freelancer for national trade and consumer magazines and local newspapers.

SCHOOL
B.A. English, Trinity College, Hartford, CT
M.A. Literature, University of Chicago, Chicago, IL

INFLUENCE
Published author with numerous articles on brand and product marketing in print and online trade publications. Speak on marketing at shows including Outdoor Retailer and Health and Fitness Business.

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