

August 31, 2016



# Now Hiring: Columbia Sportswear Launches Search for Two New Directors of Toughness with ‘The Toughest Interview (To Get To)’

*Columbia raises the stakes with a tough-to-get-to interview that challenges applicants looking to earn the title*

PORTLAND, Ore.--(BUSINESS WIRE)-- Today, Columbia begins its search for two new [Directors of Toughness](#), a real job open to adventurers everywhere. This year, hopeful candidates will be challenged to interview in-person at one of four remote locations (two in the United States, one in Canada and one in the United Kingdom), making this “The Toughest Interview (To Get To).” The two candidates awarded the position will embark on a nine-month adventure around the world to test Columbia’s range of performance products in the most extreme conditions, so those who don’t get a thrill from pushing their minds and bodies to the limit need not apply.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160831005331/en/>

Columbia proudly stands by its promise to deliver products that are #TestedTough and has a storied history of putting its gear to the test in the most inclement weather and harshest terrain. The Directors of Toughness serve as full-time beta testers, brand ambassadors and social media gurus, working to ensure that Columbia apparel and gear keep people warm, dry, cool and protected in any weather or geographic situation.

Columbia’s inaugural Directors of Toughness, Lauren Steele and Zach Doleac, were selected from thousands of applicants and [spent six months traveling the globe](#). From the [summit of Ecuador’s Cayambe volcano](#) to the [Arctic coast of Manitoba](#), they put Columbia’s gear through the harshest conditions imaginable. Now Columbia has upped the ante for this year’s recruits. In addition to job perks that include a full-time salary and benefits, the brand is extending the job duration from six to nine months to allow for an even greater range of extreme adventures.

“The Directors of Toughness have become integral employees, not only testing our products but also sharing compelling stories,” said Columbia Sportswear Company’s Senior Vice President and Chief Human Resources Officer Richelle Luther. “We are excited to identify and hire two new outdoor enthusiasts, and to put a spotlight on the effort our employees go through to ensure our products keep people comfortable, regardless of the conditions.”

Candidates eligible for employment in the U.S., Canada and U.K. will be able to register to interview online at [Columbia.com/ToughJob](http://Columbia.com/ToughJob). To be considered, interested candidates must



Columbia's Directors of Toughness on Mt. Hood in Oregon  
(Photo: Business Wire)

face “The Toughest Interview” at one of four remote locations around the globe to ensure that they are truly tough enough for the job. Registration for the first US interview is now open and will take place in the Mt. Hood Wilderness, just outside of Columbia’s home city of Portland, OR, USA. Additional interview locations will be revealed and will open for registration in the coming weeks. A limited number of interview slots will be available, so act quickly if you want a shot at applying for the position!

#### **About Columbia:**

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company’s passion for the outdoors, and an innovative

spirit into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company’s website at [www.columbia.com](http://www.columbia.com).

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160831005331/en/>

Columbia Sportswear PR  
Andy Nordhoff, 503-985-1739  
[anordhoff@columbia.com](mailto:anordhoff@columbia.com)

Source: Columbia Sportswear Company