



**STEVE RENDLE**  
President & CEO



## FIRST JOB

**Fitness ambassador at a Seattle athletic club**

I worked in an **athletic club in downtown Seattle** right out of college. It was more than a gym; my business partner – an Olympic shot putter – and I **established a fitness culture** at a time when that was fairly new. Thirty years later, I am still **passionate about fitness, and outdoor and action sports activities.**



## WHAT MOTIVATES ME

**Equipping our consumers for the outdoors**

I have always been **excited to create apparel and footwear for people to use outdoors.** All the businesses I've been involved with throughout my career have that in common. There's a **spirituality to the outdoors** that motivates me.



I try to keep things simple and structured. I had a great mentor who taught me that you must determine what you're **passionate about** and then **focus.** Otherwise you're just spinning your wheels.

Speaking of wheels, I do my best thinking on my daily morning bike ride, which brings **clarity to my subconscious.**

## HOW I WORK BEST

**Keep things simple and structured**

## CHOOSING A TEAM

**Intense, hard-working and scrappy with a common goal**

The people on my team must have a common goal. When I think about my successful teams, they have the same common threads: intensity, hard-working and scrappy. I **value work ethic and street smarts** over book smarts any day of the week. And I **base my relationships on trust.**



## CULTURAL SENSITIVITY

**Build trust by understanding**

Early in my career, I worked for a Korean-owned apparel manufacturer and quickly **learned the importance of cultural differences** – in work style and what I produced.

I learned to build trust by understanding – which is a critical skill in a multinational company.



## BEST ADVICE I'VE RECEIVED

**Find your passion and stay true to it**

Get **outside your comfort zone.** Take on **new challenges.** Figure out what you're passionate about and pursue it. **Stay true to what motivates you.**



## WHAT I DO FOR FUN

**My #1 priority is family**

My wife, son and daughter are my top priorities. We share a common **love for the outdoors.** We ski and can't get enough of the backcountry. Over the years, we've been fortunate to share our passion with athletes from *The North Face* and other great outdoor companies.

