



**stio**<sup>®</sup>

**jackson hole, wyoming**

Product Developer

Position Profile

stio.com

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## STIO: LET THE OUTSIDE IN

Founded in 2012, Stio® is a new outdoor lifestyle brand created by founder Stephen Sullivan with the help of some talented and wonderful people. Carefully and thoughtfully curated, Stio is a brand driven and defined by the mountain world in Jackson Hole, Wyoming, but very importantly not limited to it.

We are proud to deliver creative, functional and versatile products that compliment your life; products that you will be able to live in – not just outside, but at work, travel, and play. Constructed with the highest quality, function, and performance, the Stio® product range targets the customer that demands beautiful products that complement their life in more than just their most extreme endeavors. Call it a “mountain maturity” if you will. We are not compelled to push a purely aspirational viewpoint or barrage you with the “raddest” shot of the most extreme skier or climber. We know these folks, many of us are these folks, and elements of this part of our mountain world are certainly part of our inspiration. But at Stio® we are just as interested in providing folks products for the quieter side of life – the days when you pull off something otherwise important to your heart and soul.

As a direct-to-consumer brand, we are unhindered by any wholesale relationships. The brand enjoys favorable margins and can put the full force of its marketing budget into direct efforts without compromise. Those margins also allow for aggressive, customer centric policies like free shipping, free return shipping and brand-centric packaging. We have real time, direct lines of communication with our customers, which allows for a faster feedback loop for all brand touch points. Without having to present and sell product to the channel, which requires an 18-20 month product lead time, we can concept, design, manufacture and bring product to market in as little as 10-12 months. This allows product design to be fluid and compelling. A modern take on classic apparel with a focus on performance and function combine to provide customers with distinctive apparel. We are different than what’s found at the local outdoor shop and a refreshing choice for active outdoor enthusiasts.

As we like to say here in Wyoming, this isn’t our “first rodeo”...we’ve learned a few things along the way. That being said, we know that every brand is a continual work in progress and we will learn from Stio® as it matures and grows. With that knowledge we will continually adapt and change, always refining to satisfy our customer’s demands.

## PRODUCT:

At Stio® we constantly obsess over the fabrics, materials and construction that make up our products. Stio® product has the technical fabrics and functional constructions to perform at the highest level of outdoor pursuits combined with distinctive design grounded in a life of simplicity and versatility. Stio® customers can express their sense of individual style and stand out from the cookie-cutter aesthetic of the typical outdoor brands, while enjoying the performance of technical fabrics that fashion brands currently lack. We partner with the finest technical mills in the world, companies like Polartec®, Schoeller®, Pertex® and Toray®, brands that bring the next level of performance and future fabrics to our lives.

Our Stio® Mountain Studio™ is where everything comes together. We love the interaction of modern design with nature and the studios serve as the perfect place for us to showcase our style and technical brand ethos. The presence of physical store fronts also allows us to engage with the Jackson community and continue to build authentic and relevant products.

## CULTURE: WHAT WE BELIEVE

Every brand is a product of its environment, driven by an ethos of place. Stio® is no different, intimately linked to local peaks, rivers, trails and people. Our team prioritizes time together. We are a collaborative and passionate brand where individual's ideas and opinions are valued. From first Friday Lunch to community-trail building days, we make time to connect with one another. Don't get us wrong, as a small but growing brand there is a lot of hard work ahead, but that work is easier when shared and when we hold each other accountable to take time to play just as hard.

Together as a team, we have articulated the basic guiding principles upon which Stio operates:

### **YOU CAN'T IMPROVE ON NATURE**

We think that outside is the best side, and that time outside is time well spent. While we spend our fair share of time in front of monitors, in meetings and on the phone, there's no substitute for fresh air, rolling single-track and untracked lines of fresh powder. Our best ideas come from moments outside, immersed in our environment.

### **BALANCE IS KEY**

We're into empowerment and the freedom of choice that comes with it. For us that means work and play, every day. That might mean hitting the Town Pump bouldering competition, dawn patrol on Teton Pass before work, or leading the charge on the family snow fort. It's fulfilling, experiential life we're looking for, and balance makes it happen.

### **WE ARE CARETAKERS**

We live and love the mountain life, and as such see ourselves as caretakers of the resources that provide it. Internally that means we use Bluesign® approved textiles wherever possible, audit our supply chains for best practices, and operate our workplaces responsibly. Externally it means we do our part locally and nationally to advocate for conservation, climate change and sustainability.

### **INNOVATION**

Our industry is full of companies doing things the same way they've done for years. We're looking for progress, and that's reflected in everything from our direct-to-consumer business model, to our distinct, modern take on classic silhouettes. Yes, we have a few standbys (who doesn't have a favorite pair jeans they won't let go of), but we're also going to bring you freshness, every single season.

We are proud partners of The Conservation Alliance, Protect Our Winters, The WhiteBark Pine Foundation, American Prairie Reserve, Bridger-Teton Avalanch Center, and Keely's Ski Camp for Women.

## WORKING THE DREAM: PRODUCT DEVELOPER

As the Stio® Product Developer your primary role is to create versatile product in a quality, timely manner that supports our mission, vision and values. In addition to the core function of creating development packages for product, you will participate in the entirety of the Stio® product life-cycle from creation to customer. This position works closely with the SPM, design, and development team to deliver products in compliance with the highest expectations of the company - quality, fit and finish, margin, and timeline. As an integral member of the Stio® product creation team, you will develop clean, modern product with a passion for the details. Through ownership of auxiliary processes such as fabric & trim development, as well as line planning associated with the seasonal product range, you will drive collaborative decision making to maintain a cohesive collection. This position reports to the VP-P&R. Travel will be required domestically and internationally as needed. Also, facilitation of training as needed.

### SKILLS

As the Product Developer, you are a critical thinker, self starter, collaborator, and effective communicator. You are smart, active, disciplined, goal & detail oriented and self aware. You will have a clear understanding of the entire, detailed process that turns inspired design into functional production. You will seek feedback to insure fit consistency and to confirm objectives are on target and use a strong foundation of organization, prioritization and communication to create product on time, at margin and in line with the seasonal concept. This position will help support existing best practices for product creation and identify opportunities for improvement of efficiency and accuracy. Additional requirements include a bachelor's degree, a passion for Stio®, experience in apparel development, strong ability to multi-task & adhere to timelines as well as skilled in Adobe CS, MS Office & Google products.

### EXPECTATIONS

As the Product Developer you will focus on the development of the Stio® product range while also contributing to line planning, competitive analysis, sourcing and other necessary functions. By working closely with the SPM and VPP&R, you will identify opportunities to contribute to the product creation process and initiate actions according to timeline. Managing multiple processes such as trims & fabric development, prototype fittings, creating comments and maintaining WIPs, BOMs & Tech Packs, will demonstrate a foundation of skills in a collaborative environment to ensure you are contributing to the collective skills of the team. These responsibilities along with maintaining seasonal collateral, trim and fabric libraries and lab dips facilitate creating a focused, quality collection while also creating a skilled member of the development team.

### LEADERSHIP TEAM

**Stephen Sullivan**, *Founder/CEO*  
**Kelly Hill Shuptrine**, *Chief Product & Retail Officer*  
**Michael Morrison**, *CFO*  
**Noah Waterhouse**, *CMO*  
**Maura Marshall**, *COO*

## ROOTS: JACKSON HOLE, WY

Stio® is the only brand to truly live the mountain lifestyle every day from its location in Jackson Hole, Wyoming, in the heart of the Teton Range and minutes from the Jackson Hole Mountain Resort. There's a good reason the locals all stay so fit- not only do we enjoy skiing and snowboarding on world-class terrain, but we have immediate access to outdoor playgrounds in Teton Pass, Grand Teton and Yellowstone National Parks where the hiking and adventure opportunities are endless. Any style of bike riding, is available, and often on un-crowded trails with breathtakingly scenic views. The valley of Jackson Hole has over 56 miles of paved pathways that link the town of Jackson to Teton Village and Grand Teton National Park, and over 115 miles of mountain bike trails. For water lovers, the Snake River offers class II and III rapids with spectacularly scenic stretches that wind through Grand Teton National Park. Don't forget to pack your rod for some world class fly fishing. There is also horseback riding, cross country skiing, paragliding, camping, and extraordinary wildlife viewing. Recreation and inspiration opportunities abound here. This location in the heart of resort and outdoors inspires product design, corporate values and provides true authenticity that breeds brand affinity and loyalty.

Jackson Hole is also home to numerous events and festivals throughout the year that draw countless numbers of people from around the world. Some of those events include the Jackson Hole Fall Arts Festival, the World Championship Snowmobile Hill Climb, and road races like the Grand Teton Half-Marathon and Jackson Hole Marathon. We host large-scale music events such as the Targhee Bluegrass Festival, Jackson Hole Rendezvous music festival and Grand Teton Music Festival. Other events include WinterFest, Jackson Hole ElkFest and Antler Auction and the Mountain Man Rendezvous during Old West Days in Jackson Hole. And every year ends with torchlight parades and fireworks above the ski resorts.

The epic winters are why most of us moved here, and the short-but-gorgeous summers made us all lifers. If you want to live the mountain life there is simply no better home than Jackson Hole.

For additional information, please contact Mary Maliff, Adam Forest or Deb Mason at:  
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