



**stio**<sup>®</sup>

**jackson hole, wyoming**

Retail Channel Director

Recruitment Profile

stio.com

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## STIO: LET THE OUTSIDE IN

Founded in 2012, Stio® is a high-growth, direct to consumer mountainlifestyle 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 complement 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 traditional 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, refreshing choices. We are different than what’s found at the local outdoor shop and a refreshing choice for active outdoor enthusiasts.

Key sales channels include e-commerce, owned brick-and-mortar retail, a unique and tightly controlled wholesale program, and group/corporate sales.

## 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™ retail stores are the physical manifestation of the brand. We love the interaction of modern design with nature and the studios serve as the perfect places for us to showcase our style and technical brand ethos. The presence of physical storefronts also allows us to engage with authentic mountain communities and the people that visit them.

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

### **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.

## WORKING THE DREAM: RETAIL CHANNEL DIRECTOR

As the Retail Channel Director (RCD) at Stio you will oversee the growth, performance and ongoing operations of the company's owned brick-and-mortar sales channel. Your main goal is to ensure the smooth function of owned Mountain Studio™ retail stores to hit retail channel revenue and profitability goals. You will create Stio's retail growth strategy, identify new markets, manage lease negotiations and buildouts, secure staff and launch new stores. In addition, you will oversee current and future store managers, be the ultimate responsibility holder for retail operations and merchandising and serve as the liaison between the retail staff and corporate headquarters.

The Retail Channel Director reports to the President & CMO.

### YOUR SKILLS

The RCD is a self-starter with exceptional organizational and leadership skills and expertise in brick-and-mortar retail operations. You are an outstanding manager of people with strong interpersonal and communication skills, capable of getting the best out of direct reports with a wide array of experience and abilities. You have aptitude in decision making, problem solving and analysis. You have an entrepreneurial mindset and relish the opportunity to grow the retail channel at Stio.

### WHAT WE EXPECT

- Creation of channel and store-level revenue, operating expense and profitability forecasts
- Channel and store-level budget oversight
- Supervision and support of retail store managers and staff
- Creation and implementation of channel growth strategies
- Leadership in identifying new markets, negotiating leases and working with real estate, design and construction partners
- Development and execution on channel merchandising strategy

### YOUR EXPERIENCE

- Bachelor's degree or greater
- 5+ years in retail store management
- 2+ years overseeing more than one storefront
- Experience in retail channel development, new markets and opening new storefronts
- Excellent communication, strategic thinking and analysis skills
- Effective with Microsoft Office and Google Products

## **LEADERSHIP TEAM**

**Stephen Sullivan**, *Founder/CEO*  
**Noah Waterhouse**, *President, CMO*  
**Kelly Hill Shuptrine**, *CPO*  
**Michael Morrison**, *CFO*  
**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 appreciate the mountain life there is simply no better home than Jackson Hole.

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