

Columbia Sportswear appoints new VP of Marketing

By [Cassidy Mantor](#) - January 12, 2018

Columbia Sportswear has tapped Ethan Pochman as its new Vice President of Marketing for the Columbia brand. Pochman will be responsible for developing and executing global consumer marketing programs.



Columbia Sportswear

Joe Boyle, Executive Vice President & Columbia Brand President, said Pochman's "hands-on experience leading marketing in the health and fitness sector is a great fit for the Columbia brand and will help position us for continued growth".

Pochman most recently comes from Performance Health, a private health and wellness consumer products company behind health brands including Biofreeze and TheraBand. He held leadership roles there since 2008 including VP of Sales and Marketing, and VP of Global Marketing.

Prior to Performance Health, Pochman held various marketing leadership roles at medical device, health, and bioscience companies. He has a Bachelors and MBA from Brigham Young University, where he was an NCAA Division I athlete during his

studies.

Pochman said his view of Columbia is that it is a brand that makes products that help people stay comfortable so they can enjoy being outdoors. The exec added that he is looking forward to getting a better understanding of the Columbia customer so that he can "help tell [the brand's] story and build the brand around the world."

By Cassidy Mantor

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