

Chris Parkhurst

Chris Parkhurst has 20 years of experience serving in executive and leadership roles for organizations in the consumer products industry, specializing in the sporting goods, actions sports, apparel, and outdoor market space. Chris's unique skill set blends exceptional front end business execution from brand development to digital transformations to multi-channel growth strategies with a foundation built from years of driving operations efficiency.

At the core of Chris's accomplishments is his ability to develop and implement brand and business growth strategies. His global business acumen draws on years of experience managing multi-channel and multi-brand organizations supported by the complexities associated with domestic manufacturing. During Chris's most recent tenure at Cascade Designs, he revitalized the front-end business leading to record sales in 2018 of over \$140 million. This included taking Cascade's MSR business unit from \$34 million to over \$60 million in sales globally during a four-year period and crafting a new digital ecosystem to drive Cascade's direct-to-consumer channel from less than 3 percent of domestic sales to greater than 10 percent within two years. While much of Chris's work has focused on the front end of the business, Chris was also instrumental to Cascade Design's return to profitability while acting as COO. In this role, Chris implemented Lean Enterprise, which resulted in a 46 percent reduction in manufacturing footprint, a reduction in inventory levels from \$40 million to \$25 million and overall margin improvements of approximately 300 basis points.

Chris holds a Bachelor of Arts degree in Economics from Western Washington University. He's an active mentor for the master's program in sports product management at University of Oregon and a guest lecturer for the Albers School of Business at Seattle University. Recently Chris has received a certification in Marketing Data Analytics from eCornell University.

Key Leadership Accomplishments

Chris developed and implemented an omni-channel distribution strategy driving channel growth in all of Cascade's core distribution channels. He also crafted a digital strategy, which included a new direct-to-consumer platform and a new organizational structure to harness the power of Cascade's brands to connect directly with their customers in their online journey. In addition, Chris implemented Lean Enterprise strategies across the entire organization creating a culture of empowerment, measurement, and continuous improvement.

Summary

- Chief Marketing Officer, Chief Operations Officer and Senior Executive Vice President
- Multi-channel distribution
- Multi-brand management
- Digital ecosystem development
- Product management optimization
- Domestic and international manufacturing
- EBITDA improvements
- Margin enhancements
- P/L management

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