



## Columbia Sportswear Announces Appointment of Chris Adamek as Vice President, Chief of Staff for the Columbia Brand

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PORTLAND, Ore.--(BUSINESS WIRE)--Aug. 6, 2018-- Columbia Sportswear (Nasdaq: COLM), a leading innovator in active outdoor apparel, footwear, accessories and equipment, recently announced that Chris Adamek, who has been consulting with Columbia since January 2018, has officially joined the company as the new Vice President, Chief of Staff for the Columbia brand.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180806005548/en/>



In this new role, Mr. Adamek will report to Executive Vice President & Columbia Brand President Joe Boyle and will work closely with other senior leaders throughout the business to help define and execute the top strategic initiatives for the Columbia brand.

“With over twenty years of management consulting experience, Chris brings a wealth of strategic knowledge to Columbia. Additionally, he is already familiar with our business, having consulted for Columbia on several projects in recent years,” said Joe Boyle, Executive Vice President & Columbia Brand President. “I look forward to Chris’ contributions as we continue to grow and evolve the Columbia brand around the globe.”

Most recently, Mr. Adamek served as Vice President for the Pacific Region at the global consulting agency, North Highland, where he led the retail and consumer goods practice and worked with a number of clients including Starbucks, TaylorMade Golf, Nike, T-Mobile and DreamWorks Animation.

### About Columbia Sportswear

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company’s passion for the outdoors and innovative spirit into technologies and performance

Chris Adamek — Vice President, Chief of Staff for the Columbia Brand (Photo: Business Wire)

products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company’s website at [columbia.com](http://columbia.com).

### About Columbia Sportswear Company

Columbia Sportswear Company has assembled a portfolio of brands for active lives, making it a leader in the global active lifestyle apparel, footwear, accessories, and equipment industry. Founded in 1938 in Portland, Oregon, the company’s brands are today sold in approximately 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, SOREL® and prAna® brands. To learn more, please visit the company’s websites at [www.columbia.com](http://www.columbia.com), [www.mountainhardwear.com](http://www.mountainhardwear.com), [www.sorel.com](http://www.sorel.com) and [www.pranaclothing.com](http://www.pranaclothing.com).

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