
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
March 2, 2015

COLUMBIA SPORTSWEAR COMPANY
(Exact name of registrant as specified in its charter)

Oregon
(State or other jurisdiction
of incorporation)

000-23939
(Commission
File Number)

93-0498284
(I.R.S. Employer
Identification No.)

14375 Northwest Science Park Drive
Portland, Oregon 97229
(Address of principal executive offices) (Zip code)

(503) 985-4000
(Registrant's telephone number, including area code)

No Change
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**ITEM 5.02 DEPARTURE OF DIRECTORS OR CERTAIN OFFICERS; ELECTION OF DIRECTORS;
APPOINTMENT OF CERTAIN OFFICERS; COMPENSATORY ARRANGEMENTS OF CERTAIN OFFICERS**

On March 2, 2015, Columbia Sportswear Company (the “Company”) issued a press release announcing the appointment of Bryan L. Timm, 51, as President of Columbia Sportswear Company, effective February 25, 2015. Mr. Timm also continues to serve as Chief Operating Officer. Mr. Timm joined Columbia in June 1997 as Corporate Controller and was named Chief Financial Officer in July 2002. In 2003 Mr. Timm was named Vice President, Chief Financial Officer and Treasurer and in October 2008 he was named Executive Vice President and Chief Operating Officer and continued to serve in the role of Chief Financial Officer until January 2009. From 1991 to 1997, Mr. Timm held various financial management positions for Oregon Steel Mills, Inc. From 1986 to 1991, Mr. Timm was an accountant with KPMG LLP.

In his new role, Mr. Timm will oversee the company’s wholesale sales function in North America, as well as direct-to-consumer operations in North America and Europe, while retaining his current leadership role over the company’s global sourcing, supply chain and distribution operations. He will also direct the brand leaders at the company’s Mountain Hardwear® brand, headquartered in Richmond, CA, and the recently-acquired prAna® brand, headquartered in Carlsbad, CA.

In connection with Mr. Timm’s promotion to president, Mr. Timm received adjustments to his annual salary and, in anticipation of the expected promotion, additional equity compensation grants under the Company’s Restated Stock Option Plan on February 9, 2015 in recognition of his new role, consisting of stock options to purchase 11,123 shares at an exercise price of \$42.11 per share with a ten-year term that vest and become exercisable with respect to 25% of the shares on each of the first four anniversaries of the grant date, 1,258 restricted stock units that vest and become payable with respect to 25% of the shares annually on each of the first four anniversaries of the first day of the first full calendar month following the grant date, and performance-based restricted stock units with an approximate award value of \$60,000 that vest and become payable based on achievement of performance goals established for the 2015 through 2017 performance period.

Timothy P. Boyle ceased serving as President of Columbia Sportswear Company effective on Mr. Timm’s appointment, but continues to serve as the Company’s Chief Executive Officer.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

99.1 Press Release, dated March 2, 2015

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

COLUMBIA SPORTSWEAR COMPANY

Dated: March 2, 2015

By: /s/ THOMAS B. CUSICK

Thomas B. Cusick
Executive Vice President of Finance and Chief Financial
Officer

EXHIBIT INDEX

<u>Exhibit</u>	<u>Description</u>
99.1	Press Release, dated March 2, 2015

**Investors:**

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COLUMBIA SPORTSWEAR COMPANY ANNOUNCES STRATEGIC REALIGNMENT WITHIN CORPORATE LEADERSHIP AND BRAND TEAMS

Portland, Ore. March 2, 2015 – Columbia Sportswear Company (Nasdaq:COLM) today announced several strategic organizational changes intended to further drive sustainable, profitable growth.

Chief Executive Officer Tim Boyle commented, “Strong momentum behind each of our largest brands drove our global net sales to more than \$2.1 billion in 2014 and is expected to fuel continued double-digit currency-neutral growth in 2015. The leadership changes that we are announcing today are intended to position us to secure the significant global growth potential that we believe exists within each of the brands in our portfolio.”

Executive Leadership Promotions

Several seasoned members of the executive leadership team have been elevated to new roles:

- Tim Boyle, who has served as President and Chief Executive Officer of the company since 1988, will continue to lead the company as Chief Executive Officer, while Bryan Timm, a 17-year company veteran who has served as Executive Vice President and Chief Operating Officer since October 2008, has been elevated to President and Chief Operating Officer of Columbia Sportswear Company, effective February 25, 2015.
 - In his new role, Mr. Timm will oversee the company’s wholesale sales function in North America, as well as direct-to-consumer operations in North America and Europe, while retaining his current leadership role over the company’s global sourcing, supply chain and distribution operations. He will also direct the brand leaders at the company’s Mountain Hardwear® brand, headquartered in Richmond, CA, and the recently-acquired prAna® brand, headquartered in Carlsbad, CA.
 - Peter Bragdon is promoted to the new title of Executive Vice President, Chief Administrative Officer and General Counsel, effective immediately. Bragdon is a 13-year company veteran who has served as Senior Vice President of Legal and Corporate Affairs, General Counsel and Secretary since 2010.
 - Tom Cusick is promoted to the new title of Executive Vice President of Finance and Chief Financial Officer, effective immediately. Cusick is a 12-year company veteran who has advanced through progressive financial management roles, serving as Senior Vice President of Finance and Chief Financial Officer since 2010.
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“Bryan, Peter and Tom have each been driving forces behind the company’s growth for more than a decade. Bryan’s tenure has included seven years as chief financial officer and, most recently, more than six years as COO. He has led several operating divisions while simultaneously spearheading our highly complex, multi-year global ERP implementation and business process transformation, which is enabling renewed growth and improving profitability. Tom and Peter are trusted strategic advisors to me and to the company’s brand and operations leaders around the world. They also played leading roles in formulating, negotiating and establishing our China Joint Venture and our successful purchase of the prAna brand in 2014.

“I’m highly confident in their leadership abilities, and in their commitment to working closely with me to continue strengthening our brands to drive sustainable, profitable growth,” Boyle concluded.

All three executives will continue to report directly to CEO Tim Boyle.

Columbia and Sorel Brand Leadership Alignment

“The Columbia and Sorel brands are our largest and fastest growing brands today,” noted Mr. Boyle. “In recognition of this momentum, and in order to better focus the company’s resources to pursue each brand’s potential, we are realigning our merchandising and design organization to create brand-specific go-to-market teams for each brand.”

- Joe Boyle is appointed to the newly-created position of Vice President of Columbia Brand Merchandising & Design, effective immediately, with responsibility for product creation for Columbia brand apparel, footwear, accessories & equipment. Joe is a 10 year company veteran who has progressed through a number of senior product and marketing roles, serving as Vice President of Apparel Merchandising since 2013. He will continue to report directly to CEO Tim Boyle.
- Mark Nenow is appointed to the newly-created position of President of the Sorel Brand, effective immediately, with responsibility for global brand direction and product creation. Mark has served as Vice President of Global Footwear Merchandising & Design over the company’s Columbia, Sorel and Montrail footwear brands since he joined the company in 2007. He will continue to report directly to CEO Tim Boyle.

“Joe and Mark have deep personal affinities for their respective brands and understand the unique needs of each brand’s core consumers,” noted CEO Tim Boyle. “I am very confident in their ability to drive continued growth through the Columbia and Sorel brands.

“Joe has a long history of Columbia brand apparel successes, including nurturing our market leading Performance Fishing Gear (PFG) sub-brand, and more recently leading the broad resurgence in Columbia apparel. Since 2010, Mark has been a tireless champion of Sorel’s transformation into a year-round brand focused on the fashion-forward female consumer. This strategy drove a 30 percent increase in global Sorel brand sales in 2014, and they have more than tripled since 2007. Mark is uniquely qualified to guide Sorel’s continuing evolution and growth, while also continuing to lead Montrail.”

Boyle concluded, “We believe each of the brands in Columbia Sportswear Company’s portfolio has significant growth potential and that this more brand-centric organization will help us realize that potential. I look forward to working with these leaders and the entire global organization to drive sustainable, profitable growth through each of our brands.”

Columbia Sportswear Company designs and markets apparel, footwear, accessories and equipment under the Columbia, Sorel, Mountain Hardwear, prAna, and Montrail brands. Global net sales of apparel grew 22 percent to nearly \$1.7 billion in 2014 and, on a currency-neutral basis, are expected to generate double-digit percentage growth in 2015. Global net sales of footwear grew 37 percent to approximately \$425 million in 2014 and, on a currency-neutral basis, are expected to surpass \$500 million in 2015.

About Columbia Sportswear

Columbia Sportswear Company markets lifestyle apparel, footwear, accessories and equipment through a portfolio of brands for active lives. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 100 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hardwear®, Sorel®, prAna®, Montrail® and OutDry® brands. To learn more, please visit the company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, www.pranacom.com, www.montrail.com, and www.outdry.com.

Forward-Looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding anticipated and potential growth and profitability. The company's expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those described in the company's Annual Report on Form 10-K for the year ended December 31, 2014 under the heading "Risk Factors," and other risks and uncertainties that have been or may be described from time to time in other reports filed by the company, including reports on Form 8-K, Form 10-Q and Form 10-K. The company cautions that forward-looking statements are inherently less reliable than historical information. The company does not undertake any duty to update any of the forward-looking statements after the date of this document to conform them to actual results or to reflect changes in events, circumstances or its expectations. New factors emerge from time to time and it is not possible for the company to predict all such factors, nor can it assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

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