

Katie Hawkins

As a global sales director for the outdoor industry, Katie has led sales teams and growth initiatives for key outdoor brands throughout North America for over fifteen years. In 2016, she was recognized by the North Bay Business Journal as one of the top Women in Business. An outdoor industry maven, she also volunteers her time and leadership skills as a mentor with the Outdoor Industry Association, regional manager with Camber Outdoors, and industry advisor with the Pacific Crest Trails Association.

Katie is also a founding steering committee member of the California Outdoor Recreation Partners (CORP), a growing coalition of businesses, user groups, and agencies that represent the \$92 billion impact of outdoor recreation related consumer spending in California. CORP's mission is to shape policy, direct investment, and engage a broader community of outdoor participants to support and grow the outdoor industry's already substantial impact on this state.

An avid backcountry skier, mountain biker, and hiker, Katie's passions and her current role as the Director of Sales and Marketing at Ice Axe Expeditions led her to Truckee, where she lives with her husband Chris and 7-month-old son, Tallac.