

The State of Outdoor Ecommerce with Vista Outdoor

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Vista Outdoor owns brands like Camp Chef, Camelbak, Bell, and Giro.

Craig McLaughlin, Director of eCommerce and Digital Marketing at Vista Outdoor shares his insights into the changing outdoor product landscape, the opportunities for direct to consumer brands, and the growth of the outdoor industry during COVID.

McLaughlin brings a wealth of knowledge from years of experience working in eCommerce for outdoor brands. He shares his experience leading a team and working remotely for Vista Outdoor while working in Cache Valley, Utah.

Watch the whole conversation on [YouTube](#) or listen on the [Highlander Podcast](#).

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McLaughlin, Senior Director eCommerce /

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