



Snowsports
Industries
America

Amy Roberts

Outdoor Industry Association

Amy Roberts is OIA's executive director. Amy was previously the director of sustainability and a member of the executive leadership team at Mountain Equipment Co-op (MEC) where she guided the Canadian outdoor retailer's commitment to business and product sustainability and innovation. Amy also serves on the boards of The Conservation Alliance, the Canadian Parks and Wilderness Society and the Sustainable Apparel Coalition.



Prior to joining MEC, Amy worked as the vice president of government affairs for OIA where she managed the outdoor industry's lobbying efforts focused on trade and recreation. During her time at OIA, Amy also facilitated the development of the outdoor industry's Eco Index to measure the environmental footprint of products, and she was heavily involved in the subsequent formation of the HIGG Index tool for broader apparel and footwear industry adoption by the Sustainable Apparel Coalition.