



Snowsports  
Industries  
America

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## **Bruce Dotterer**

NPD Group

Bruce Dotterer is a Colorado native in his fourth year working with NPD. He recently moved from account management to a newly created Sports & Outdoor Market Intelligence role, where he regularly writes about the data behind the headlines in the sports and outdoor industry to answer questions like, “how do forest fires impact gear sales?” He also designs market insight tools and reports to help today’s leading sports and outdoor brands understand shifts in the marketplace and gain a winning advantage. Bruce is a 2017 graduate of the Outdoor Industry Association’s Skip Yowell Future Leadership Academy. He enjoys trail running and backcountry ski outings with his wife and cattle dog. He lives in Lafayette, Colorado.