



Snowsports
Industries
America

Josh Chaitin

Global Strategy Group

Josh has made Seattle home for nearly 30 years, moving to the great Northwest from the East Coast as a teen. Throughout his career, he's helped develop and launch campaigns across a broad range of industries, including outdoor recreation, real estate, apparel, automotive, technology, food, health and wellness and many others. He has worked with emerging brands like Theo Chocolate, established brands like Subaru of America and Nordstrom, and institutions like The Seattle Cancer Care

Alliance to address a broad range of issues, from access to health care, to creating opportunities for underserved communities, to advocating for the protection of public lands.

Josh led Edelman's Business + Social Purpose practice group in Seattle, where he helped launch REI's #OptOutside campaign, in addition to working with the co-op on their efforts to engage more people in the outdoors, to promote and protect wild places across the USA, and to create more leadership opportunities for women in the outdoor industry.

He has helped companies like Vulcan demonstrate their commitment to sustainability through their redevelopment of Seattle's South Lake Union neighborhood and has helped organizations like FSG work with business leaders to create meaningful career opportunities for populations that have traditionally faced barriers to employment.

Josh is driven to use communications to help businesses lead the way in sustainability and social responsibility, and to find ROI in their efforts to create a better world. He holds an MPA from the University of Washington's Daniel J. Evans School of Public Affairs and a BA from The Evergreen State College. He lives in Seattle's Beacon Hill neighborhood with his wife, two teenage sons, and two very enthusiastic Goldendoodles, Finn and Murphy.

