



Snowsports
Industries
America

Kristin Carpenter-Ogden

Verde Brand Communications

Kristin Carpenter-Ogden is an entrepreneur- as well as founder and CEO of Verde Brand Communications, a 17-year-old leading communications agency for the outdoor industry economy. Serving industries outdoor, bike, snow, endurance, travel, health + wellness, craft beer + spirits.



She is also the founder of Channel Mastery, a consulting solution that guides companies and brands to build and scale multi-channel businesses that are profitable, sustainable and consumer-centric. Check out her weekly podcast, "Channel Mastery," a show for business leaders intent on being consumer-centric and optimizing the right engagement and commerce channels, as well as the "Take Me Outdoors" podcast, presenting interviews with outdoor community leaders who give our industries such character.

Carpenter-Ogden is an outdoor enthusiast, competitive athlete, sometimes Alpinist and passionate proponent of the Outdoor Recreation Economy, Conservation + Access to the Outdoors. She currently resides in Durango, Colorado.