



Snowsports
Industries
America

MJ Legault

Origin Design & Communications

As one of mountain sport industry's leading marketing strategists and co-owner of Origin Design & Communications, M-J Legault is the driving force behind several mountain sports and destination marketing campaigns. Legault holds a degree in Marketing from Concordia University and has worked in ad agencies based in B-C, Colorado and Vermont, never straying far from the mountains that inspire her. Legault has worked with brands such as Salomon, TNF, Jay Peak Resort, Taos Ski Valley, Lululemon and Whistler Blackcomb. After a stint at Origin's Whistler office, Legault saw the potential for expanding the Origin brand and, in 2002, she piloted her motorcycle east and opened an office in Montreal, where she now lives. MJ is a frequent speaker at conferences for The National Ski Areas Association, Mountain Travel Symposium, The National Parks and Recreation Association and the Outdoor Industry Association.

