



Snowsports
Industries
America

Matt Powell

NPD Group

Matt Powell, vice president and senior industry advisor for The NPD Group, is a nationally known expert on the sports industry. He offers his industry expertise on retail and consumer trends across apparel, footwear, and equipment for categories spanning outdoor, running, paddle and snow sports, cycling, and team sports.

With over 40 years of experience in the retail and research industries, Matt has counseled many of the world's

largest brands and retailers in the industry. He is a sought after speaker at key industry events including Outdoor Retailer, Interbike, SIA's Industry Leaders Summit, and the Bicycle Leadership Conference. He is also a regular contributor to major media outlets, and is frequently quoted in the press.

