



Snowsports
Industries
America

Wendy Yang

Performance Lifestyle Group

An inspirational leader, she build teams that drive winning results. Organizational leadership with considerable experience in change management are hallmarks of her background. She is known for being a consumer-centric strategist, who drives matrixed teams to create powerful brands that inspire consumers and deliver significant revenue & profit growth on time and on budget.



Her Philosophy - Assess the opportunity, put the right people in the right seats, inspire them and work with them to create the strategy. Then inspire and lead them to create a detailed execution plan followed by execution at a high level, building the business and driving profitable growth along the way.

Organizational leadership - through team building, strategy creation, change management, brand building

Product leadership - through innovation, design, and development

Other skills - new business development, integration, process development, global, merchandising, sales, DTC, mid-level start ups (Hoka)