



Eagle Creek Hires John Giglio as Northeast Territory Luggage Account Manager

Giglio to manage Eagle Creek in the New York, New Jersey and Philadelphia territories as part of the brand's aggressive momentum in the luggage channel.

San Diego CA, May 11, 2011 – Eagle Creek, the leading maker of travel gear, luggage and packing solutions announced the hire of John Giglio to manage the brand's presence in the luggage channels of New York, New Jersey, and Philadelphia area.

Giglio is equipped to support Eagle Creek's aggressive sales growth strategy, bringing a wealth of experience and enthusiasm for the brand to the territory. Prior to joining the Eagle Creek sales team, Giglio worked with luggage brand Victorinox where he won the Sales Team of the Year Award in 2009 and 2010. Prior to that, he worked for Atlantic Luggage as a sales representative in the New York City market. One of Giglio's key goals with Eagle Creek is to build market share and brand awareness in this key geographic area

“We're thrilled to have John representing Eagle Creek. He has an excellent reputation with accounts and we're confident his experience and drive will expand the brand within the luggage channel,” said Director of Sales – Luggage, Julie Hoffman. “John is a great addition to the Eagle Creek tribe of travelers and his expertise will add tremendous value to our team and to this important territory.”

About Eagle Creek

Eagle Creek's unique systems and intuitive designs are the smart choice. Its focus on simplification and preparedness means a traveler arrives confident and ready for fluid movement from destination to destination. Founded in 1975, the California-based brand defined the adventure travel gear category, introduced the first convertible backpack on wheels, and is revolutionizing the way people pack with the Pack-It™ System. In 2011, the brand introduced a new logo and image to reinvigorate its core purpose: Inspired by travel. For more information, visit eaglecreek.com

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