



*FOR IMMEDIATE RELEASE:*

**MEDIA CONTACT:**

Stella Peterson  
High Sierra Sport Company  
stella@hssc.com  
(847) 876-7248

**High Sierra Sport Company Adds Josh LeBaron  
As National Sales Manager - Sporting Goods**

**VERNON HILLS, IL**– High Sierra Sport Company, a manufacturer of innovative bags and adventure travel luggage, is pleased to announce the appointment of Josh LeBaron as National Sales Manager for its Sporting Goods Division.

LeBaron will be responsible for managing and growing the Sporting Goods business for High Sierra. He will also work with the executive team to provide forecasting, develop growth targets as well as identify sales rep opportunities.

“LeBaron has an analytical sales approach and it works in sync with our retailers and sales team to maximize business goals,” said Bryan Kinsley, sr. vice president and chief operating officer for High Sierra Sport Company. “We look forward to a long term relationship with him as a key team member at High Sierra.”

LeBaron has over 12 years of experience in the outdoor industry. Prior to joining High Sierra, LeBaron worked at Boulder Outdoor Specialty Group, a division of American Recreation Products, where he managed various outdoor brands such as Kelty, Sierra Designs, Slumberjack, Ultimate Direction and the Wenger outdoor license. Prior to Boulder Outdoor Specialty Group, LeBaron was National Sales Manager with Lafuma America, Inc. LeBaron also has an extensive retail background having spent time at The North Face and Eastern Mountain Sports.

“We are excited to have LeBaron join the High Sierra sales team,” said Hank Bernbaum, president of High Sierra. “The addition of LeBaron, along with the entire High Sierra team, reflects the success of our sales and retail strategy over the last several years.”

"Working in the outdoor industry has always been my life passion...it's what I love," said Josh LeBaron, national sales manager of sales – Sporting Goods Division for High Sierra. "I look forward to capture significantly more outdoor market share and help in future growth strategies for High Sierra."

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

**About High Sierra Sport Company**

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

High Sierra recently licensed its brand with NorthPole, LLC, a global leader in outdoor living and recreational products, to produce and distribute camping and outdoor recreation equipment under the High Sierra brand name.

The company is also the official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

###