Patagonia appoints Tyler LaMotte as marketing director EMEA

By Olivier Guyot - May 8, 2022

Tyler LaMotte returns to Patagonia as marketing director for the Europe Middle East Africa region. The manager with more than 20 years of experience in the outdoor industry joined the Amsterdam regional headquarters in May and will oversee the California-based brand’s marketing strategy throughout the region.

LaMotte has already previously worked at Patagonia from 2010 to 2015. He served as global business unit director for snowsports, performance baselayer, trail running and accessories at the Ventura-based company’s California headquarters.

The executive is taking on his first role outside the United States in the company. Tyler LaMotte, originally from the West Coast of the United States, is an avid snowboarder. Early in his career, after working in snow sports media and content production, LaMotte joined Salomon in the early 2000s as a snowboard specialist in the French brand’s American offices. He then joined Adidas USA, where he oversaw board sports, before being recruited to his very first position at Patagonia. After completing this first stint at Patagonia, founded by Yvon Chouinard, LaMotte strengthened his marketing skills in another sector: he spent nearly two years at Apple before returning to Portland at the end of 2016 to take over the marketing direction of the outdoor footwear brand Keen. From 2019 to the end of 2021, he served as brand manager of a resort in Jackson Hole. The executive has additionally been part of several boards, including the Conservation Alliance and Snowsports Industries America.

"Tyler has a proven track record of transforming global brands. In addition, he is a strong advocate for environmental causes and a lover of outdoor sports. He is rooted in the values of collaboration, inclusivity, authenticity and responsibility," commented Matthijs Visch, Patagonia’s managing director EMEA.

The unlisted American group does not disclose its financial results. In 2017, it appeared that the company had passed the $1 billion mark in sales. As one of the leading players in the outdoor industry (which weighed €5.8 billion in Europe according to data from the European Outdoor Group), Patagonia is currently a driving force in the sector.
billion in Europe according to data from the European Outdoor Group), Patagonia is currently a driving force in an ever-expanding sector.

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Translated by Roberta Herrera