

Founding Vision Meets Future Innovation: Hap Klopp Celebrates 10 Years of OPDD

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By Chase Anderson | September 29, 2026



As part of the Outdoor Product Design & Development (OPDD) program's [10-year anniversary celebration](#), the program welcomed industry pioneer Hap Klopp for a multi-day visit that connected students directly with one of the most influential leaders in the outdoor industry.

During his time on campus, Klopp delivered a lecture to OPDD students, sharing insights from his career building **The North Face** into a globally recognized brand. His talk emphasized the importance of purpose-driven leadership, brand storytelling, and the role of innovation in shaping meaningful products and companies.

Klopp also toured OPDD facilities, including the [Outdoor Recreation Archive](#), where he has generously [contributed materials that help preserve and tell the story of the outdoor industry](#). His engagement with the archive highlighted the importance of documenting industry history as a source of inspiration and learning for future designers.

In addition to his lecture and tour, Klopp spent time meeting with the OPDD Senior Scholars and visited several classes, offering thoughtful feedback, career advice, and encouragement. These smaller, more personal interactions gave students a unique opportunity to engage directly with an industry leader and gain perspective on navigating careers in the outdoor space. For more on Hap Klopp, [check out his interview with USU's History of Gear podcast](#).

About Hap Klopp

Hap Klopp is best known as the longtime CEO of The North Face, where he led the company from a small mountaineering retail operation into a pioneering outdoor brand known for innovation in apparel and equipment. Under his leadership, The North Face helped define the modern outdoor industry, blending technical performance with cultural relevance. Klopp is also an author, entrepreneur, and advocate for purpose-driven business, with decades of experience guiding companies and leaders toward meaningful growth.

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