

Morgan Bolan Lands Product Line Coordinator Role at Signature Products Group

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The Utah State University Outdoor Product Design & Development program is proud to announce that recent graduate Morgan Bolan has accepted a position as Product Line Coordinator at Signature Products Group (SPG) — a leading licensed outdoor product supplier based in Salt Lake City, Utah. Morgan's placement is another exciting milestone for OPDD alumni making their mark in the competitive outdoor industry, and a reflection of the real-world, career-ready training the program delivers.

About the Role

As a Product Line Coordinator at SPG, Morgan will work at the intersection of design, sourcing, and production — helping shepherd outdoor products from initial concept through to consumer launch. SPG partners with top outdoor and lifestyle brands to develop and deliver high-quality licensed gear and accessories, making this an exciting entry point into the industry for any aspiring product professional.

From Campus to Career

Morgan's success is no accident — it's the result of a program intentionally designed to bridge the gap between the classroom and the outdoor industry. Throughout her time in OPDD, Morgan developed a strong foundation in product development principles and the end-to-end product creation process — precisely the skill set that companies like SPG look for when building their teams. Beyond the technical skills, OPDD emphasizes the kind of cross-functional thinking that product coordination roles demand — the ability to communicate clearly across design, business, and manufacturing, and to move a product forward at every stage of its development.

Her transition from student to industry professional is exactly what the OPDD program is built to make possible, and Morgan's placement at SPG is a direct reflection of that preparation.

If you're passionate about the outdoor industry and want to turn that passion into a career, OPDD could be the place for you. Check out opdd.usu.edu to learn more about the program, upcoming enrollment, and how we can help you find your place in the outdoor product world — and see where it can take you.