

# History of Gear: Beaver Theodosakis / Founder of prAna

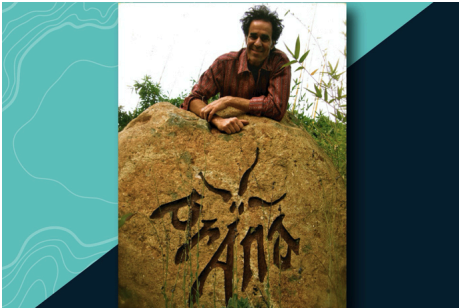
Chase Anderson

07/19/2021

[Outdoor Product Design and Development](#)

## History of Gear: Beaver Theodosakis / Founder of prAna

By Chase Anderson | July 19, 2021



On this episode of the History of Gear, Beaver Theodosakis, founder of prAna, talks about how he and his wife Pam built the company from their garage to selling it to Columbia Sportswear Company.

Theodosakis shares his thoughts business strategy, sustainability, and building truly multi-functional outdoor clothing for yogis, climbers, and travelers.

Watch the whole presentation on [YouTube](#) or listen on the [Highlander Podcast](#).

margin-3YouTube video player<https://www.youtube.com/embed/Kt0JswuBw3Q5603150>

border: none; min-width: min(100%, 430px);History of Gear: Beaver Theodosakis, Founder of prAna | Highlander Podcast<https://www.podbean.com/player-v2/?i=3s5cf-10927ff-pb&from=pb6admin&share=1&download=1&rtl=0&font=Arial&skin=1&font-color=auto&btn-skin=7100%150nopb-iframe-player>

## CONTACTS

Chase Anderson

Writer

[chase.anderson@usu.edu](mailto:chase.anderson@usu.edu)