

History of Gear Series: Sally McCoy

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[Outdoor Product Design and Development](#)

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By Chase Anderson | April 5, 2021



Sally McCoy, industry legend and former senior leader at companies like The North Face, Sierra Designs, and Camelbak, joins the History of Gear Series to talk about her introduction to the outdoor industry, her non-profit work, and the evolution of the outdoor industry.

The influence of McCoy on the outdoor industry can't be overstated and spans working for private brands as well as creating influential organizations like the Outdoor Recreation Coalition of American (now Outdoor Industry Association) and the Outdoor Industry Women's Coalition (now Camber Outdoor).

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

margin-3YouTube video playerhttps://www.youtube.com/embed/SV_512eF2Wk5603150

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