

# History of Gear Series: Wilderness Experience

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[Outdoor Product Design and Development](#)

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By Chase Anderson | June 7, 2021



Greg and Jim Thomsen join the History of Gear Series to talk about their company, Wilderness Experience. We talk about their experience breaking into the industry, taking a company public and their experience in senior leadership at companies like VF Corporation, Nike, and Adidas.

Even after stints with large sportswear and outdoor brands, Jim has revived the Wilderness Experience brand with some of their key products.

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

margin-3YouTube video player<https://www.youtube.com/embed/zdjrEbh-ays5603150>

border: none; min-width: min(100%, 430px);History of Gear Series: Jim & Greg Thomsen / Founders of Wilderness Experience<https://www.podbean.com/player-v2/?i=vz7yg-1059712-pb&from=pb6admin&share=1&download=1&rtl=0&fonts=Arial&skin=1&btn-skin=7100%150nopb-iframe-player>

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