



# SHOpeatSURF

## Sarah Crockett to Join Backcountry as Chief Marketing Officer

By [Tiffany Montgomery](#)

May 6, 2020

Sarah Crockett, the Chief Marketing Officer for Burton, is leaving the company to become CMO of large online outdoor retailer Backcountry.

From what we understand, Burton plans to fill the CMO role and will launch an outside search soon.

We reached out to Sarah, and she told us about the job and why she is making the move. “The role is overseeing Backcountry, and its portfolio of brands – Competitive Cyclist, Motosport.com and Cheap & Steep – from a holistic marketing perspective. Backcountry is very unique in its potential, and the opportunity to lean in and help to shape a brand that is positioned so well is hard to pass up.”

“Additionally, this move brings us within driving distance of our families, which if COVID has taught us anything, it’s how not to take for granted the time we get to have with each other,” Sarah said.

Backcountry CEO Jonathan Nielsen told SES that Sarah is a good fit for the company. “She brings unique experience from her time at Burton, REI and Vans as a leader, growth driver, brand builder and retailer that is well-suited for our business, company culture and workplace environment,” he said. “Though we’re facing unprecedented challenges across our business and industry, there’s a lot of exciting work happening at Backcountry, all in service of our customers and the outdoors.”

Sarah joined Burton nearly two years ago and said she will miss the team there.

“My time at Burton has been an incredible experience for me,” she said. “This team has so much passion and talent and I’m confident that they are going to continue to soar. I’ve



enjoyed every minute I've had here, and there were even enjoyable moments through some of the hardest times thanks to the strong community that surrounds Burton.”

Sarah, who previously worked at Lucky Brand, Vans, and REI, has had an interesting career path. We interviewed Sarah about the key lessons she has learned along the way for our Core Career series, which is available to Executive Edition members.