



Eagle Creek Hires Monica Rigali as Director of Marketing

San Diego, Ca. (March 27, 2017) – Eagle Creek is proud to announce the hiring of Monica Rigali as Marketing Director, effective immediately.

An integral part of the executive management team, Rigali will direct and develop global creative brand platforms, as well as support global marketing roll-outs, build brand awareness that contributes to the growth of Eagle Creek’s business objectives by driving digital, social and other grass-roots initiatives.

Rigali began her career as a journalist in Portland, Oregon, before joining the Brand Communications and Sports Marketing teams at Nike Soccer. After 12 years at Nike, Monica went on to lead Marketing and Communications for FOX Soccer and FOX Soccer Plus before starting her own consulting business. An avid runner, traveler and food explorer, she also enjoys volunteering for Temecula-based Rancho Damacitas Children and Family Services, a group home for neglected and abused children.

“We’re thrilled to have Monica join the Eagle Creek team,” said Roger Spatz, President at Eagle Creek. “A solid communicator with a diverse skillset, Monica has held key marketing and management positions and was a major contributor to the growth of the global soccer business at Nike. Her experience developing social media strategies and driving consumer engagement will benefit the brand, and her personality will fit nicely with the culture at Eagle Creek.”

“The Eagle Creek brand is a marketer's dream: innovative product that inspires discovery, a heritage grounded in adventure travel, and a commitment to giving back to the community,” said Rigali. “I am excited to join the team and cannot wait to add ‘Enthusiastic Creeker’ to my name!”

ABOUT EAGLE CREEK

Eagle Creek is a leading travel outfitter, providing smart, innovative and durable luggage, travel bags, and accessories since 1975. Through the years they have fine-tuned the best way to design and build gear for diverse travel needs. With their end goal to enhance any travel experience, they offer a Travel System of products, which includes a wide selection of luggage, packing organizers, accessories, and day bags. Building smart and dependable gear, Eagle Creek backs all their products with industry-leading warranties so that travelers can stay focused on new discoveries knowing their gear is built for the road. For more information, visit eaglecreek.com

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