



Bill Lockwood Named CEO of Craghoppers North America

Portsmouth, NH (July 11, 2017) – [Craghoppers](#), the UK-based designers and creators of exceptional world travel apparel, are pleased to announce Bill Lockwood has been named CEO of Craghoppers North America, effective immediately.



With a lengthy and accomplished background in the outdoor industry, Lockwood brings decades of experience to the Craghoppers North America team. Starting his career in the outdoor industry as a sales rep, Lockwood quickly transitioned to brand management, working with storied brands such as Mountain Hardwear, The North Face, Sierra Designs and Kelty.

Lockwood has been a part of the Craghoppers team for over 3 years and previously served as Director of Sales, North America. In his tenure at Craghoppers, he was instrumental in establishing relationships with key outdoor retailers and buying groups, in addition to developing a strong sales rep force across the country.

“I am excited about building on the great base that’s been established in the US market,” said Lockwood. “Our work moving forward will focus on increasing our brand reach and retailer support through the many great relationships cultivated over my tenure in the outdoor industry.”

“It was a natural choice and an easy transition to bring Bill into the CEO role in North America,” said Jim McNamara, Managing Director at Craghoppers. “He has a rich history with the company and we’re excited to have him take the lead and help increase brand awareness and sales in North America.”

Lockwood will continue to direct Craghoppers NA from their headquarters in Portsmouth, NH. One of Lockwood’s first undertakings as CEO will be launching the Spring/Summer 2018 collection at Outdoor Retailer in Salt Lake City in July.

About Craghoppers

Craghoppers is travel. Created more than 50 years ago in the United Kingdom and tested by some of the world's toughest hikers, climbers and outdoor enthusiasts, today Craghoppers is part of the family owned Regatta Group with 20,000 stores in 62 countries. Craghoppers produces and continuously improves innovative fabric technologies to develop the performance of our outdoor wear and travel clothing, to provide the very best protection, wherever the trip, and whatever climate.

The United States Craghoppers launch includes premium, performance products for hiking, climbing, camping and all kinds of recreational travel. Brand lines include Outdoor originals, Pro Lite, Summer Collections, and NosiLife, the world's most extensive line of insect-repellent clothing.

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