





# SPEAKER BIOS



## **Damien Huang // President & CEO Elect // Cotopaxi**

Damien joined Cotopaxi in June of 2022, becoming its first President.

Damien was most recently the CEO and President of Eddie Bauer. His 25-year career in the outdoor industry began with early roles in design, merchandising, production, and planning at The North Face, where the business quintupled in size during his tenure. Prior to joining Eddie Bauer he was VP Design, Development, and Merchandising at Patagonia.

Damien holds a B.A. from Duke University and an MBA from Haas School of Business at the University of California - Berkeley. He spent a semester abroad in Ecuador while in college.

His passion for the outdoors began growing up in the SF Bay Area. Damien lives in Seattle with his wife Maria, a fine artist, and their two teenage boys. He spends his free time outdoors with his family as a skier, rider, surfer, mountain biker, hunter, fisherman, rafting enthusiast and an explorer of the Pacific Northwest.



## **Artis Stevens // CEO // Big Brothers Big Sisters of America**

As President & CEO of Big Brothers Big Sisters of America, Artis Stevens takes the helm of the organization at a critical moment for our nation's youth. The youngest in a large family with limited resources, Artis was surrounded with positive relationships that inspired his potential. The son and grandson of preachers, he often shares, his calling for the past 25 years has focused on empowering young people.

As the first Black CEO in BBBSA's 100+ year history, Artis sees this historic announcement as fuel to break more barriers. He previously served as Senior VP/Chief Marketing Officer for National 4-H Council, and the National VP of Marketing, Strategy & Operations at Boys & Girls Club of America. An award-winning non-profit marketing leader with a passion for building purpose-driven brands, boards, and teams, Artis' experience has also led to transformational outcomes in fundraising and Diversity, Equity and Inclusion (DEI) initiatives.



# KEY TAKEAWAYS

## Damien Huang (Cotopaxi)

### 1. Future of Impact

- Despite common belief, trust in corporations is high. Compared to other types of organizations, such as governments, people have lost faith in a lot of other institutions.
  - In a few years, people will completely look to companies and for-profit entities to create true change, especially in the face of eroding trust elsewhere.

### 2. Starting Point

- In the universe of organizations that have purpose, the people who are motivated by seeking out purpose and vote with their dollars are the ones that ultimately drive them.
  - There must be tangible results demonstrating how your impact work comes to life and reflects your value statement(s).
  - If values and authenticity are a core facet of your brand, you must protect and manage it the same way you would your brand identity.
- At the highest level, your mission shouldn't change but instead serve as a north star.
  - In purpose-driven organizations, be transparent about what you have to do and the sacrifices you have to make. Also balance this by being selective about what you bring to the table to adjust.

## Artis Stevens (Big Brother Big Sisters of America)

### 1. Across The Org

- In socializing across the org, it's imperative to make sure the mission resonates with employees.
  - Starting with the end goal of impact, reverse engineer a pathway demonstrating how each team and individual fits into this process.
  - *"It's like a family tree; if you think about the roots and extensions, everything flows together"*.
  - Make the mission more and more real for every person in the organization and empower them to make actionable change.
- As humans, we're wired for stories. It's emotional adrenaline that gets people connected and invested.

## POLL:

How much presence does your company's mission & values have in your day-to-day work?

- A. A lot, it's a guiding light (65% of PTTOW! Members voted)
- B. Somewhat (26% of PTTOW! Members voted)
- C. Not Enough (10% of PTTOW! Members voted)
- D. What mission? What values?! (0% of PTTOW! Members voted)

READY TO WATCH  
THE **REPLAY?**

**MISSION** & VALUES AT THE  
FOREFRONT OF STRATEGY

CLICK  
HERE!

