Living Laboratory

Oregon and Washington’s legendary recreational opportunities aren’t just a perk to entice active talent; they serve as a living laboratory for testing products and observing customer behavior. The people making and marketing your products are the ones using them.

TOP 10 ATHLETIC + OUTDOOR FIRMS WITH HEADQUARTERS IN GREATER PORTLAND

1. Nike
   12,000 Employees
2. Adidas North America
   1,700 Employees
3. Columbia Sportswear Company
   1,579 Employees
4. Leatherman Tool Group
   503 Employees
5. Pendleton Woolen Mills
   479 Employees
6. Nautilus
   469 Employees
7. Danner Boots / LaCrosse Footwear
   405 Employees
8. Leupold + Stevens
   349 Employees
9. Keen
   250 Employees
10. Benchmade
    133 Employees

—PBJ Book of Lists 2017-18

BIG BRANDS + BEST TALENT

#1 in US

Portland is a major center for the athletic and outdoor industry cluster. Portland has the highest concentration of athletic and outdoor firms of any of the nation’s 50 largest metro areas.

632

Number of athletic and outdoor firms in Greater Portland.

20,616

Total athletic and outdoor industry employment in Greater Portland.

—EMSI, 2018

A STEP AHEAD IN FOOTWEAR

“Being home to the headquarters of Nike and Adidas, as well as Columbia, Keen and others, makes Portland the epicentre of US sneakers. The talent pool is incredible, and many brands have established offices in Portland to tap into the talent pool.”

—Matt Powell, sports industry analyst, NPD Group
ATHLETIC & OUTDOOR ECOSYSTEM

ACCESSORIES + BAGS
Belmont Blanket
Orox Leather Co.
Rumpl
Shwood Eyewear
Revant Optics
Tanner Goods
VERO Watch Company

APPAREL
Columbia Sportswear
Crown Trails Headwear
Cultural Blends
Dovetail Workwear
Mountain Hardwear
Nau
OROS Apparel
Pendleton Woolen Mills
Prana

CREATIVE SERVICES
Outdoor Project
Wieden+Kennedy
Ziba

CYCLING
Chris King Precision Components
CIVILIAN Bicycle Company
Nutcase Helmets
Showers Pass

FOOTWEAR
Adidas
Bogs
Chinook Footwear
Danner Boots/LaCrosse Footwear
Dr. Martens
Keen
Merrell
Nike
Pensole Footwear Design Academy
Sorel
Ulu Boot
Under Armour

GEAR
Benchmade
Gerber Legendary Blades
GrowlerWerks
Kershaw
Leatherman
Leupold + Stevens
Nautilus
Snow Peak USA
Yakima
Greater Portland grows top-tier talent

With access to industry veterans and a host of hands-on learning opportunities, our region’s athletic and outdoor graduates are some of the best-prepared in the nation.

**REAL-WORLD ACADEMICS**

**PENSOLE FOOTWEAR DESIGN ACADEMY**

More than 500 students have enrolled and completed courses at the academy, founded by former Nike Jordan brand manager D’Wayne Edwards. Pensole has developed partnerships with global brands such as Google, Nike, Jordan, Adidas, Puma, Cole Haan, Vans, Foot Locker, The North Face, Levis, Danner, Vibram and Under Armour. One in 10 students is African American; one in four is female. Eighty-five percent of graduates from the program have found industry employment.

**PORTLAND STATE UNIVERSITY**

Portland State University’s Athletic and Outdoor Certificate Program began in 2013 to give students in the School of Business the industry-specific knowledge and skills that would give them an upper hand in getting Athletic and Outdoor jobs. Since then, 153 students have enrolled in the PSU Athletic and Outdoor program. This popular program now sees record enrollment.

**UNIVERSITY OF OREGON**

The University of Oregon’s Masters of Science in Sports Product Management is an 18-month, full-time program that kicked off in 2015. Its first class graduated in 2017 with 37 students (30 percent of them women and 35 percent minority representation) and 90 percent of them have now found jobs within the athletic and outdoor industry. The classes of 2018 (50 students) and 2019 (48 students) have seen increased enrollment, as well as increased women and minority representation.

30 Colleges, universities and satellite campuses in Portland, Oregon

258,706
Total metro enrollment in higher education

7th among the top 50 major metros with a highly educated workforce

“Portland is ranked #1 for business & careers”

—Forbes, 2017
America’s Best Airport

Portland International Airport has been voted “America’s Best Airport” in *Travel+Leisure* Magazine’s reader survey six years in a row (2013-2018), and was ranked No. 1 in airport satisfaction by J.D. Power (Dec 2016).

**GO INTERNATIONAL NON-STOP**

11 international non-stop destinations reachable from Portland including:

- Amsterdam, Netherlands
- Calgary, Alberta, Canada
- Frankfurt, Germany
- Guadalajara, Mexico
- London, England
- Puerto Vallarta, Mexico
- Reykjavik, Iceland
- San Jose del Cabo, Mexico
- Tokyo, Japan
- Toronto, Ontario, Canada
- Vancouver, BC, Canada

**17 Airlines**

Key international & domestic passenger carriers serve travelers at Portland International Airport:

- Air Canada
- Alaska
- American
- Boutique Air
- Condor
- Delta
- Frontier
- Hawaiian
- Iceland Air
- JetBlue
- PenAir
- Southwest
- Spirit
- Sun Country
- United
- Virgin America
- Volaris

Innovata schedules for Summer 2017

**MEET THE TEAM**

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