



PRESS RELEASE
FOR IMMEDIATE RELEASE

Equipt Expands Executive Team with New VP of Sales & Marketing
Equipt Appoints Raquel Donati, Former Director of Sales & Marketing of Triple Aught Design

SALT LAKE CITY, Utah – January 2, 2017 – Equipt Expedition Outfitters, the industry leader in high-quality, vehicle expedition equipment, appointed Raquel Donati as VP of Sales & Marketing, reporting to Equipt’s Founder & President Paul May. Donati will be responsible for Equipt’s overall strategic marketing strategy and implementation.

“We are very humbled to have grown so successfully over the past decade with nothing more than our community’s enthusiasm for our products and customer service.” said May. “Raquel is an amazing addition to our leadership team because of her past experience working with small businesses, and she will be a critical player in helping us develop the strategy that grows our company and refines our brand.”



Most recently, Donati served as Director of Sales & Marketing of Triple Aught Design, a privately-held design and manufacturing startup specializing in Made in USA performance apparel and equipment. She continues to serve as an LLC Partner. During her six year tenure, Donati worked closely alongside the executive leadership team to develop agile strategies focused on niche market expansion. Donati graduated from California Polytechnic State University, San Luis Obispo with a Masters in Business Administration and a Bachelor of Science in Mathematics, and has more than fifteen years of experience in sales and marketing.

“I am so excited to join Equipt! Their reputation within the overlanding community is second to none on every level” said Donati. “In less than a month, I have already had the privilege of witnessing this team’s infallible integrity and passion in action, and it’s safe to say these aren’t coworkers. They’re already family.”

ABOUT EQUIPT EXPEDITION OUTFITTERS

#BUILTBETTER

Our mission is simple--to outfit all adventurers with gear that is built better. More than a decade ago, Equipt became the first American company to source high-quality, vehicle-expedition equipment from across the globe, previously unprecedented in North America. Since our humble beginnings, we have risen to become a go-to leader within the adventure travel industry, continuing to deliver a diverse portfolio of reliable, long-lasting products backed by unparalleled customer service.

For more information, visit Equipt1.com. For press inquiries, please contact Raquel Donati, VP of Sales & Marketing, at marketing@equipt1.com.

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