



Turn Your Passion Into Your Profession

Camber Outdoors' Guide to Landing a Career
in the Active-Outdoor Industries

“Find a job you love, and you’ll never work another day in your life.”

Imagine tapping into your passion for the outdoors and applying that enthusiasm to your work.

Imagine working for a company where your colleagues share your passion, speak your language, and understand what drives you.

Imagine dedicating your career to an industry you love and making contributions that affect your life—at work and at play.

Are you trying to land your first job out of college, leverage your experience in another industry to build your dream career, or re-enter the workforce after taking a break? This guide is designed to give you an overview of resources and tips to help you turn your passion for biking, hiking, camping, climbing, skiing, paddling (or whatever outdoor activity you love) into a profession in the active-outdoor industries.

Know Where You Want to Go

A lot of women won't apply for a job if they don't feel 100% qualified or don't meet every single bullet point on the job description. Don't fall into that trap! The skills you've learned and talent you've developed in school, in the wild, or throughout your career in another field will be applicable to a career in the outdoor industries, guaranteed.

In fact, the active-outdoor industries know that innovation drives growth, and companies are looking for people—and especially women—with backgrounds in tech, engineering, product development, sales, and finance (among many others) who understand the diverse experiences of current and future outdoor enthusiasts.

It's true that companies often promote from within, and stories of employees starting as interns, guides, or customer service reps and growing into leadership roles are not uncommon. But what's even more true, is that the active-outdoor industries offer great opportunities for people who are willing to work hard and love the outdoors.

Passion for The Outdoors Required

The secret to landing a career in the active-outdoor industries is pretty simple: love your area of career expertise and love getting outside. In the active-outdoor industries, passion is paramount, and enthusiasm is revered.

Haven't won the Tour de France? Everest isn't on your bucket list? No problem. Don't panic if you're a new runner applying for a job at a running company, or if you just started climbing and want to work for a climbing brand. What matters most is your enthusiasm and love for the activity. You don't have to be an expert to be passionate. If you love getting out for morning run or meeting up with friends at the climbing gym or local crag, you check the box!

Know the Culture

From job titles to dress codes, companies in the active-outdoor industries thrive on being different. Even if you're making a lateral career move, expect a change of title—possibly to something you've never heard before. Likewise, what served as business casual at your old job might feel overly formal at your new company, where employees hit the slopes before work or trail run at lunch.

Companies in the active-outdoor industries are competitive and fast-paced, with a committed workforce of individuals who are willing to work as hard as they play. There's a strong sense of community built on a shared passion for being outside and active, and for preserving the places we to play.

Give Back

The culture of giving back is core to the active-outdoor industries—and one of the great things about a career here. Whether it's supporting nonprofits that protect open spaces, get more kids outside, reduce environmental impact, or promote diversity in the outdoors, companies put product, funding, and advocacy efforts behind causes and organizations they believe in. Knowing how a company gives back is a great way to get to know the brand, and attending an event or participating in a workday for industry nonprofits is even better.

Know the People

Because people in the active-outdoor industries are linked by a common passion, camaraderie plays a big role—and making time for networking is critical to career growth. Familiarity with people in the industry doesn't supersede job skills and expertise, but it gives you an advantage over other qualified applicants, especially if you don't have previous industry experience.

Don't assume that "networking" always means a stuffy cocktail hour in a hotel bar (although sometimes it does). In the active-outdoor industries, networking can mean attending an industry event, joining a group ride, or participating in a trail-work day. These activities will help you get a feel for the culture, meet the people who may be your future colleagues, and make connections.

Attend a Camber Exchange



CAMBER
EXCHANGE

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Know the Industry

Industry knowledge is as important as passion. Make sure you take some time to understand the trends and market leaders, tap into industry news, familiarize yourself with the associations and acronyms (there are a lot), and get to know the nonprofit partners that support outdoor companies, activities, participants, and access (remember what we said about giving back?).

We've got a [great list](#) of the industry associations, media partners, and nonprofits we partner with to get you started.

Attend a Tradeshow

Industry tradeshows will give you a window into the energy, innovation, passion, and camaraderie of the active-outdoor industries. Just remember: tradeshows are busy. Because the focus is to showcase and sell new product, networking may not happen during show hours. Plan to attend after-hours events, seminars, happy hours, and parties, and meet as many people as you can.

Gaining access to a tradeshow can be expensive. Offer to volunteer for an industry association or nonprofit organization, and exchange a few hours of booth coverage for a show badge. You'll meet new people, learn more about the industry, and demonstrate your commitment to giving back. (And you'll have fun. Guaranteed.)

The major trade shows for the active-outdoor industries are:

Outdoor Retailer

SIA

Interbike

The Running Event

We're Here to Help!

Getting your foot in the door in the active-outdoor industries is important, but so is staying focused on where you want to go with your career. Camber Outdoors offers programming (like [Mentoring](#)) and resources (check out our [Webinars](#)) to help women pave and accelerate their career path to leadership. [Join a community of companies and individuals who are committed to elevating and accelerating women's leadership](#), or [sign up for our newsletter](#), and we'll keep you in the loop!

