



901 Photo Avenue, Anchorage, Alaska 99503

PACBAK EXPANDS DYNAMIC TEAM

PacBak™, emerging industry leader and ICAST award-winning manufacturer of innovative coolers, a unique portable, rechargeable vacuum sealer and related outdoor equipment, has made several key leadership changes. Brian McKinnon, founder and president, made the announcement.

Tom Schneider has been promoted from CFO to CEO. With a proven track record of profitability and growth in leadership positions, he's been the president of a public golf company and held numerous CFO positions, most notably for a private equity-owned offroad aftermarket parts company.

Max Zimmerman joins PacBak as COO. In this role, he oversees logistics, IT systems and strategic planning. He comes to PacBak with a strong background in precision manufacturing in the industrial and aerospace sectors.

Corey Ford has been hired as creative director. Ford is a Registered Maine Guide and co-founder of Guided Maine, LLC, a remote camping and fishing guide service. A specialist in content creation, he's also an outdoor lifestyle social media influencer with the handle @Mainely_Bearded.

Lifelong Alaskan Erika Watsjold has joined the PacBak team as CMO. In her new position she combines her background in sales and business development with her passion for marketing and building relationships.

-more-

She develops strategic partnerships and ideates and executes successful company strategies.

An Alaskan company, PacBak manufactures premium quality outdoor gear. Its P88-MK Cooler won the Best of Show and Best Cooler honors at the 2022 ICAST show and was named Outdoor Canada Best Cooler 2023. Its full-featured rechargeable ROAM 18-V Vacuum Sealer has replaceable heat strips for long service life and fits neatly into the P88-MK.

Contact PacBak, 901 Photo Ave., Anchorage, AK 99503.
sales@pacbak.com; www.pacbak.com; www.instagram.com/pacbakco;
www.facebook.com/pacbakco.