

LALO TACTICAL

LALO designs, develops and markets technologically advanced products through deep collaboration with elite end-users, using disciplined processes and focusing on innovation. LALO exists to elevate the standard against which all other Tactical and Athletic brands are measured—in product design, content authenticity, customer service, and social stewardship. We engineer gear that solves problems, moves the bar forward and ultimately improves the performance of our end users.

Here's a look at LALO's leadership team >>



LALO TACTICAL LEADERSHIP BIOS

JAY TAYLOR // Chief Executive Officer

Jay welcomes inquiries at:

jay@LALOtactical.com & +1 435.647.6457

Before Jay became the CEO of LALO Tactical, he began as the Product Manager for Salomon North America in 1998. While there, he was responsible for the integration and launch of the SIDAS product line into the Salomon Sports North America business unit. The experience he gained with Salomon allowed him to transition into the Global Brand President of Hoka One One in 2010, where he was responsible for all global brand operations, P&L, product, and sales. During this time, Jay also served—and continues to serve—as the CEO of The Soze Group, which specializes in the distribution of high-quality sporting good products all across North America. Now as CEO of LALO Tactical, Jay strives to develop a new, innovative brand for both the military and consumer markets, and to exceed business expectations.

KIM HODAL // Chief Operations Officer

Kim Hodal has a 30-year history in the sporting goods business with a diverse background in retail and wholesale operations. He is the President and Co-Founder of The Soze Group. The Soze Group provides back office and logistical support to LALO Tactical. Kim works directly with the management team to make important plans and strategies regarding the performance of LALO.



SHANNON BAKER

// Chief Brand Officer

Shannon hails from an extensive background in marketing and journalism, beginning her career at an advertising agency in Seattle, Washington. Shannon has written for many newspapers and publications, owned a specialty retail boutique she successfully sold after 13 years, and worked as the Chief Brand Manager for Hoka One, where her insight and contributions were crucial in introducing the brand to America. During this time Shannon also began working as the Product Manager of The Soze Group, before finding her current position as Chief Brand Officer for LALO Tactical. She is proud to have had the opportunity over the years to contribute her marketing skills to a variety of brands, including SIDAS, Therm-ic, BootBarn, Oearch, ZAAZ and Zhenzee. As Chief Brand Officer, Shannon is responsible for LALO's brand image, experience and promise, overseeing marketing, design, advertising and public relations.

KYLE PULLI

// Chief Design Officer

Kyle Pulli combines a technical, industrial design skill set with a 17 yr. reputation for creating industry leading performance footwear. During his 10 years with the Adidas brand Pulli lead with an intuitive and progressive design approach, crafting signature footwear for Adidas' growing portfolio of world-class athletes such as Tracy McGrady, Kevin Garnett, Dwight Howard, Tim Duncan, Keyshawn Johnson to name a few. He worked as a liaison between the advanced innovation group and the inline team molding future technologies into commercial successes. His iconic designs earned him a lasting reputation, resulting in multiple international design awards including both Red Dot and iF Awards. Pulli later held VP Design positions for both Pony International and Fast Forward Footwear. Pulli has since leveraged his industry wide strategic design experience to assist a multitude of both large scale and start up brands as principal and founder of Point Blank Concepts. As Chief Design Officer at LALO, Pulli is responsible for creating the brand visual blueprint inspired solely by the SEAL teams: designing the brand mark, brand visual language, and all footwear design.



MAX WARNER // Marketing & Social Media Specialist

Max began his career in sales at Vail Resorts, working Inside Sales for the resort while honing his skills in customer service and developing his sales acumen. From there, he went on to become the Midwest Technical Representative for Hoka One One shoes, where he oversaw the maintenance and needs of over 50 specialty running accounts across his large territory, facilitating in-store marketing and promotional events while taking time to speak personally with customers and bring employees up to speed on new product and sales tactics. At LALO, Max manages all social media platforms encouraging a natural, organic dialogue with consumers that ensures their needs are met quickly and thoroughly.

CHRISTA KAYE // Sales Operations

Christa comes to LALO Tactical with extensive retail sales experience and first hand knowledge of life as a military spouse. She is fitness enthusiast, competitive athlete and Crossfit Level 1 Coach. Christa provides support to the sales rep force and deals directly with customers and prospects for LALO Tactical. She contributes daily as an invaluable asset to LALO's customer relationships, enabling the sales team to spend more time in the field. She is also an integral member of product testing and feedback, marketing and logistics for LALO.



LALO TACTICAL BOARD OF DIRECTORS

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JAY TAYLOR

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