

June Lai | Co-Founder & Chief Executive Officer

June is a scientist with a BSc in Biochemistry and also a business person with a MBA, CFA, CPA and CMA with experience in finance, investment banking and multinational corporate development and strategy.

In her spare time, June loves to go on adventures. She is an avid rock climber who has climbed in 12 countries, and has a private pilot license. Catalyst combines her passion for adventure with technology that enables people to have great experiences outdoors.



Josh Wright | Co-Founder & Chief Creative Officer

Josh is an award-winning industrial designer who graduated from the Art Center College of Design, famous for producing many of the best designers in the world. He has designed products for high profile brands including Tumi, Ecko Unltd, Gravis Footwear, Sims Snowboards, Teva, Keen, Microsoft, Reef, Pacsafe, Zyliss, and the Coleman company.

Josh is equally passionate about surfing, kayaking, snowboarding, climbing, canyoning, paddle boarding, riding motorcycles, snorkelling, scuba diving, camping, snow boarding, mountain biking and trekking through jungles as he is about designing iconic products. Our products are born out of Josh's adventures where he personally puts our products to the test.

Check out his personal adventures on Instagram @rogue.lemming

Susan Schedel | Business Development

Susan leads our sales and business development for the Americas from San Diego. Combining a sophisticated understanding of the global marketplace with a proven track record of leading customers to exponential sales growth, her experience ranges from start-ups to billion dollar companies. Susan is a decisive leader and mentor focused on brand expansion; go to market execution; and bottom line profit enhancement.

Susan also enjoys life to its fullest while spending time with her family and friends. Her interests include yoga, golf, and international adventures.



Chris Herbert | Global Public Relations

Chris leads our global PR from the US communicating with influential publications, media, journalists, bloggers and avid fans to interact with us as a brand. She has spent the last 18 years helping companies and organizations engage and build relationships with their audiences through creative communications strategies. She got her start as a TV reporter before building an accomplished career in public relations, covering a broad range of industries including technology, government, agriculture, healthcare, education, and aviation. Chris works to build strong relationships with journalists around the world to tell good stories that inform and connect with their audiences.

Chris is also an active mom of three boys, and enjoys the outdoors, yoga, and travel.