



FOR IMMEDIATE RELEASE
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Kokatat Appoints Ted Keyes Head of Sales and Marketing and Expands Canadian Sales Alignment

ARCATA, CA — Kokatat today announced the appointment of Ted Keyes as Head of Sales and Marketing alongside a new sales structure for the brand in Canada.

Keyes will lead Kokatat's sales and marketing strategy, dealer development and go-to-market initiatives for the paddlesports and outdoor markets. He brings more than 32 years of outdoor industry sales experience, including 25 years representing Kokatat. His career as a manufacturer's sales representative has been rooted in paddlesports, with additional experience in the mountain bike and outdoor markets representing brands including adidas, Five Ten and Shimano Bike USA. Keyes has also served with the paddlesports industry trade organization.

"As I thought about who could join Kokatat and help take the business to the next level, someone who understands the brand, knows the paddlesports industry and shares our passion for what Kokatat represents, one name kept coming up: Ted Keyes," said Mark Branagh, President of Kokatat. "Ted knows our dealers, our industry and this brand exceptionally well. I'm thrilled to have him join the team and bring that experience to Kokatat in a new way."

"Kokatat makes some of the best paddlesports products in the world, but what has always made the company truly special to me is the people behind those products," said Keyes. "After working alongside many of them for all these years, they feel like family, and I'm genuinely excited to join them in Arcata."



*Ted Keyes
Kokatat, Head of Sales and Marketing*

Kokatat Strengthens Canadian Sales Structure

As part of the new structure, Nathan Rayment, Canadian Sales Director for Mustang Survival, will assume responsibility for Kokatat Canada, providing coordinated sales leadership for the two brands.

The first phase of the alignment will extend Kokatat representation through two agencies currently representing Mustang Survival in Eastern Canada: Tuftscove Marketing in the Canadian Maritimes and Groupe Ostiguy in Ontario and Quebec. The second phase will address Western Canada.

“Bringing Kokatat into our Canadian sales organization is a natural fit and a great opportunity to strengthen both brands,” said Rayment. “Our sales representatives have strong relationships with retailers across Canada and a deep understanding of the market. Adding Kokatat to their portfolios allows us to better support our dealers, create new opportunities for growth, and build stronger connections across two highly complementary brands.”

About Kokatat Inc

Founded in Arcata, California, Kokatat designs and manufactures technical paddle sports apparel and equipment for paddlers operating in some of the world’s most demanding environments. Kokatat joined Wing Group in 2026.

[Kokatat.com](https://kokatat.com)

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