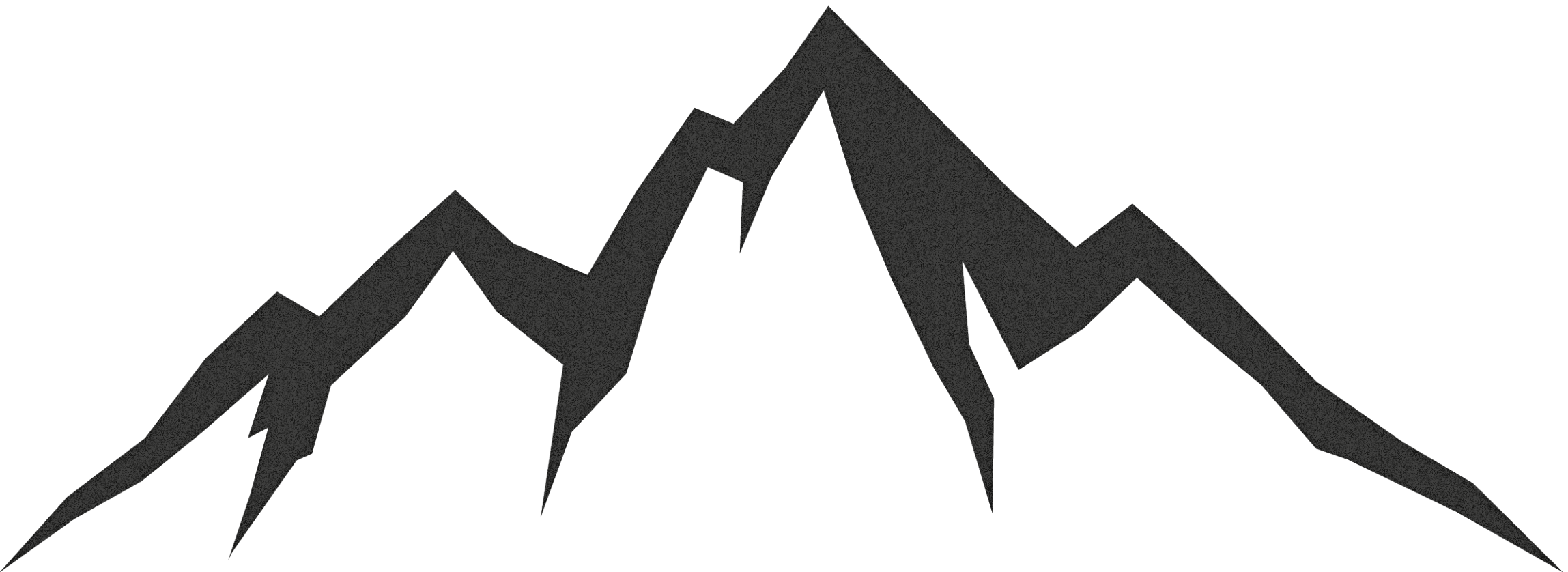


VOICES OF RIDESTORE



*ride
store*



EDITOR
Sylwia Misiak

DESIGN AND LAYOUT
Sylwia Misiak

PHOTOGRAPHS
© *Ridestore*
© *Montecwear*
© *Dope Snow*
© *Private sources*

TABLE OF CONTENTS

FOREWORD	7
RIDESTORE	8
Lukas Fast in a conversation about constant change and values at Ridestore	13
DOPE SNOW & MONTECWEAR	23
Talk with Jesper Parö about creating own role and problem solving approach	26
Marte Skaarnæs-Moldestad and the importance of being self-managed	38
MEETUPS	49
Love and passion to the mountains - MichałBargiel	52
Max Hemminger in conversation about the power of creating strong bond in a team	64
HAPPYPLACE	75
Talk with Tom and Angelica about how they met in Italy	78
Talk with Anneline and Conor about their meeting and joint journey through Asia	86
Nhina Svensson in an interview aboutproduct development	98
DONUTS	107
Noa Dagan in a talk about being a support for the team	110
Living the dream - talk with Pontus Karlsson	122
Linnea Grunnesjö talks about possibility to work on various tasks	136
FNynke Oud in a conversation about the uniqueness at Ridestore	146



FOREWORD

Working for Ridestore for over a year, I had the great pleasure of getting to know the world of work, which was giving real satisfaction, but also created beautiful experiences, the ones that are usually remembered from the summer trips rather than everyday work. As a huge fan of humanistic management and the secrets of leadership, I watched with great interest how Ridestore was managed and inspired by its employees. While the company is still very young, it has made it clear right from the start that the human factor comes before the economic one, and I believe that this should be the approach of any modern company. This publication was created as part of a student project and I assumed the role of a journalist who try to listen and write down passionate stories. While creating it, I had the pleasure of having a series of interviews with Ridestore employees who shared with me their stories and feelings that accompany them in their everyday life and work. Simon Sinek once said that *loving our work is a right, not a privilege*, but I leave the final reflection on whether this tentation fits into Ridestore's organizational culture to the reader.

RIDESTORE

Ridestore is a Swedish company founded in 2006 by two brothers Linus and Emil. Initially, the company operated in the action sport industry, but over the years it began to move mainly towards winter sports. In the following years of its operation, Ridestore established its two proprietary brands, Dope Snow and Montecwear, which are known among European skiing and snowboarding fans as excellent, in terms of technical terms, mountain equipment, which stands out with their design. Ridestore was created primarily with the customers in mind to whom it addresses its products, and and positive company culture, and it is probably the reason of why it was quickly loved and gained a lot of returning customers as well as loayl employees.



„Actions speak louder
than words.”



Lukas Fast in a conversation about constant change and values at Ridestore

Sylwia: How long have you been working for the company and what is your role?

Lukas Fast: I have been in Ridestore since 2012. I started working at the warehouse, then I joined the CX team (customer experience team) in 2013 and since 2016 I am doing what I am doing today which is being the overall driver of our CX.

That includes making sure that every customer has a great experience of Ridestore, that the employees working in our team thrive and develop our methods & processes so the CX-team contributes to the overall Ridestore mission. But we're a small company, we all help out each other across fields and departments to make it work.

S.M.: What is Ridestore's story?

L.F.: To put it short, we're trying to build something special in symbiosis with our customers. We as a team and individuals embrace change and new perspectives, to see if we can find a way to do this in a new, better way.

That to me, is a fundamental part of Ridestore. Which has shaped the whole journey so far, from when the founding brother started in 2006 to when Ridestore switched focus from being an action sport store to a snow clothing store in 2016. From when we decided to create our own print-factory in order to produce specific prints more on demand to being a company where 90 % of the employees work remotely in a daily business.

Ridestore is in constant change, in order to build something special, new and better compared to where we were yesterday.

S.M.: What are Ridestore's values? Could you evaluate the most important ones?

L.F.: To begin, we've experienced that it's hard to describe a culture. Mainly because culture is when people meet, meaning that every new constellation could be specific "culture". I think we've not made up our minds yet what we think about this, but it is something that we're reflecting on to get a clearer picture of. If we're able to describe what it's like to work at Ridestore, it enables new teammates to faster get into their role and contribute to the team results.

Instead of values, we've started to talk more about expectations, since that is a bit more concrete and clear expectations is something that we've experienced is a key when building and nurturing a high performance team.

First expectation that comes to my mind is customer-centric focus. No matter what you work with at Ridestore, from CX to Finance, we all strive to contribute positively to our customers.

If every employee at a company work customer-centric focuses, that increases the potential to create a truly great customer experience.

Secondly, we expect our teammates to be self-managed. Ridestore is a fairly flat organization where we strive to make the best ideas win rather than some other factor. There are stakeholders and decision-makers in place to create relevant structure, and they are decision-makers due to significant experience or extraordinary skill set. Since the best ideas should win, every teammate has the opportunity to influence Ridestore.

It's not easy and not for everyone, but for the ones that are truly self-managed and align with the mission, Ridestore could be a great place to perform in. Ridestore provides tools and expectations, and then it's up to the individual to succeed with their role and take steps towards their dream scenario.

We also expect teammates to be curious, that they want to dig deep into the core of what's **actually** the problem and find a solution based on that rather than a quick assumption.



Due to our digital nature and organizational structure as a company, it's key that we all are brilliant **digital** communicators and think-out-loud when we have a constructive opinion.

That I would say is the key expectation when evaluating how it's like to work at Ridestore.

S.M.: Is there any value you associate most with?

L.F.: I think that "actions speak louder than words" is one I truly believe in. It is also easy to transfer to personal life. We are our actions, not our words because words don't mean much. If you don't actually live by them. And it is the exact same at work. We are what we do and not what we say, even though communication is an important aspect, looking at it from an operational view, it is more like a tool.

S.M.: What are the requirements future employees should have?

L.F.: We want to know what person does instead of what they say. It could be challenging but the idea of the CX recruitment strategy we have right now is, If you have reached the interview stage, you have



already seen people are able to do work. They are capable of talking to the customers or they are capable of recording video for example, so being digitally independent. The interview stage is more about do we align, do we fit each other?

I think no matter what you do at Ridestore, it is essential to be great at digital communication. It doesn't matter what you work with. You need to be able to elaborate in written content or in some digital way. That goes a long way together with being digitally independent. You need to be able to find yourself. How to fix the audio setting in your zoom call.

If we are truly digital independent, then we can have much more autonomy as an individual since everything is digitally at Ridestore. If we're able to solve detailed problems ourselves, we're able to contribute more to the actual mission. It is important to align that people are here because they really want to be here.

We all have bills to pay but If the monetary is the main reason for taking a job that affects the results in the long term. If we work with what we're truly passionate with, I'm confident that will lead

to better long term results and greater personal development & satisfaction for the individual.

S.M.: How would you describe the internal and external Tone of Voice of Ridestore?

L.F.: It is not anything we have written down or nothing we have defined. I think it is constantly testing to see what leads to engagement, what leads to the results we want to reach and that works for both external and internal.

For example, the way we write posts in Slack (Slack is a communication platform for companies), we write them to be informative but in a way it is also

storytelling because it intends to provide inspirational direction. Both internally and externally we strive to have a positive and curious tone of voice.

S.M.: What do you value the most at Ridestore?

L.F.: What I value the most in Ridestore is the trust both to each of us as individuals in our roles but also towards customers when we talk with them. So yes, what I value most is definitely trust, allowing to fail, learn to succeed. Without it I wouldn't be able to be doing this.

S.M.: Thank you so much for the talk!



Lukas Fast



My name is Lukas, been at Ridestore since 2012 and still feel we have the most exciting time ahead of us. I think that humans are the most powerful (and interesting) resources we got, probably that's why I really enjoy my work in Customer Experience where my focus is to make sure every customer and CX-teammate have a great experience of Ridestore. I'm a passionate/non-professional/wannabe skier/surfer/sailor, and that's what I invest time in when I'm not working.



DOPE SNOW & MONTECWEAR

Ridestore has created two proprietary clothing brands, Dope Snow and Montecwear. Both brands are designed with winter sports in mind, especially snowboarding and skiing. Both of these sports have their own specificity and technical needs. Clothes can't just look good. Above all, they must be functional and provide the highest level of comfort during winter fun. Both brands are very popular among European customers, as well as among North American countries. Every year, types of models are consulted with the store's customers so that they can choose their favorite product or a new design for the next season. That way, the company creates its brand in cooperation with the recipients, giving them what they expect.

„I hope that we, at Ridestore will always keep this collaborative trend. When you have digital donuts, trying to have some physical meetups so we all together can do a better job.”

Talk with Jesper Parö about creating own role and problem solving approach

Sylvia Misiak: How long have you been working at Ridestore and what is your role?

Jesper Parö: It is hard to define my role because I kind of built it myself. I started at Ridestore in May 2015, and back then I was living in England, doing an internship for my school at a manufacturing company.

I had heard about Ridestore before and knew they had really great customer service and on facebook I saw that they were searching for more people to join their customer experience team. Back then it was called “crowdworkers” and it was the first try in creating a fully remote organisation. Before that, they had most employees located in the HQ in Sweden.

We were supposed to talk to customers about cool tricks, where to go snowboard or skiing, or cool stuff about the motocross. That is, how I started. It was around 5 hour per week. But then summer came and the regular team wanted to have some vacation time. We were asked If we would like to work a little bit more, with harder cases and we said *Yeah!*.

We thought it worked very well, to have a team which works in a remote way. There wasn't any difference between the ones who were working remotely and the ones working in the office. But there was some other stuff that we saw benefits in the working remote way. By working where you are pleased to work and by having your own set up, you'll be more productive and it's easier to get a nice communication towards the customer.



Also another thing about remote ways is that you don't have to find the cool people around your office place. By going remote, Ridestore can find awesome people in Poland or in Denmark, US, or Kanada. So that was also, why Ridestore started getting remote.

I did that for a couple of years. I really liked the way I worked at Ridestore, how my life started to go all over Ridestore. I always had an approach for *what can I do more?* Whatever there is something that you don't have time to do, just throw it on me and I will find time to do it.

I tried to work more with the other departments, try to figure out what their issues are, how I can help. After a while I thought that it was kind of hard to prioritize tasks among the tech team. What was even harder was that, when we wanted something in the CX, we couldn't communicate it in the right way.

Before we could give our problems to the developers, someone had to define it, someone had to look at it. You had to decide what would bring the most value. Of course, we are a customer



centralized organization and customers are always the most important, but you also always need to prioritize tasks.

That's how I started doing some more tech parts. I started learning more and more, and at some point I couldn't focus on both customers and trying to get the technical stuff done. I stepped away from the actions with the customers communication and started to work more with the overall CX and the tech team. Later on more other departments started contacting me and this way I ended up in the middle of all of the departments. But I will always consider myself as a part of the CX team anyway.

S.M.: What is your favourite value at Ridestore? Why do you like it so much?

J.P.: We have core values in the CX team, but we also have these unspoken cultural values that are very strong. Of course, we are customer centralized. I worked at the companies that were saying that they are customer centralized but in their communication and actions they didn't really care about the customers. *You talk the talk, but don't walk the walk.* That is one of the things that I like about

Ridestore, that in every decision we make, we try to always make that decision beneficial for the customers. And that is something that we have managed to keep very well inside of the organization.

Another value is our journey, the trial and error mentality. Which means we have to always keep pushing, trying to find new ways to do things. It often goes down to quick decisions, quick changes and quick turns. It means that we always try to be better.

The main goal is to be very flexible. I think at Ridestore we are getting better and better at being in constant change. I think it is really valuable.

S.M.: What is your favourite way to solve problems?

J.P.: I really like to dive into the problems and analyze them. There's an Albert Einstein quote out there who says that, when you have a problem you should spend more time on the actual problem and then shorter time on finding a solution. I think this is the best way to go.

A lot of people work the other way around. They spend a lot of time thinking about the solution when they don't really see the exact source of the problem. To me this is the wrong way to go because you might end up with the wrong solution.

S.M.: What is very unique at Ridestore which makes it being special for you?

J.P.: What I can see today, the main difference is that there is a lot of trust in Ridestore. First of all it is very open. Communication is way easier, doesn't matter who you are trying to contact with. We don't have that typical hierarchy that is very common in other companies.

When we do changes, we always try to involve everyone and ask about their feedback. Of course, that is getting harder and harder as we grow as well. But I know, we will always try to keep this easy communication structure.

Another thing which shows big trust is the remote work. I have never felt that I am mistrusted with that. No one ever questioned or didn't trust me. If I do my job or stay in bed all day and watch Netflix. I feel very confident that they know that I will deliver what I should deliver. I also haven't mistrusted my colleagues even though I haven't seen them in 1,5 years. I have full trust in all of them.

I hope that we, at Ridestore will always keep this collaborative trend. When you have digital donuts, trying to have some physical meetups so we all together can do a better job.

S.M.: Thank you for the talk!

Jesper Parö



My name is Jesper (Jeppe) and I've been working at Ridestore since early 2015. In all my life I've been passionate about relations, communication and creativity, and it's with these things in focus that I have worked with for as long as I can remember. I'm always eager to learn and to me knowledge is power so my spare time is often spent reading books and articles to better improve what I do in life. A couple of years back I also found a hidden passion for long distance running so this is now also one of the things I invest a lot of my time in. When not working on something, reading or running I tend spend a lot of my time together with my family, drinking wine and eating good food.



” You will not have a set road to walk on. You will have to be part of building that road yourself together with the rest of the company.”

Marte Skaarnæs-Moldestad and the importance of being self-managed

Sylwia Misiak: How did you become a Ridestore team member?

Marte Skaarnæs-Moldestad: I started working for Ridestore in October 2013, so it is like 7,5 year now. I was hired as a purchasing assistant. Back then it had grown quite big (not compared to today's mesures) but I think they needed someone more administrative on purchasing to structure everything.

That was the reason I started to work at Ridestore. I applied for the job through a normal application and it was the hardest Recruitment I have ever taken part of. That is something, I think, which is a special part about the Ridestore.

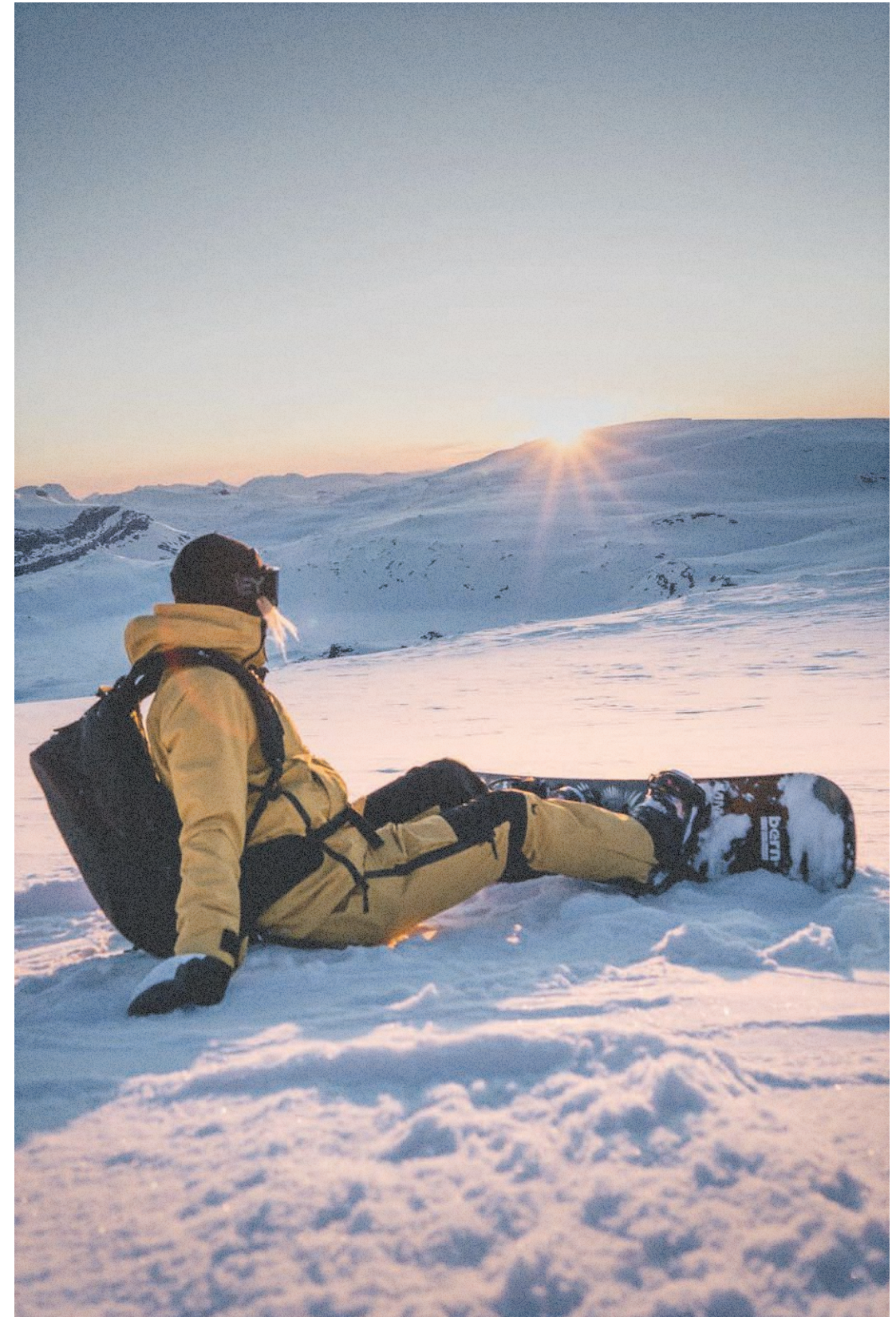
I applied, then had to talk to Charlie and I went to the office for 2 days to work with Andreas and Emil. They gave me a task that was impossible to solve. That

was the hiring process - to be for them to see how I handled that impossible task and not what was the outcome.

S.M: How did this task end then?

M.S.: It was a number related task, I was going to structure a lot of data and try to do a purchase. You know, I have just come off from my maternity leave. Jacob, our oldest son, was 18 months at the time and I haven't been working at all during all that time so I felt like I was doing an exam and trying to get my head to work because that wasn't the easiest. First, being after maternity leave and second, not working for so long.

Personally I think it was super nice because I got the feeling what I was supposed to be doing and they got the feeling if the chemistry is all right. Will it work, how will she tackle and If she. You will see

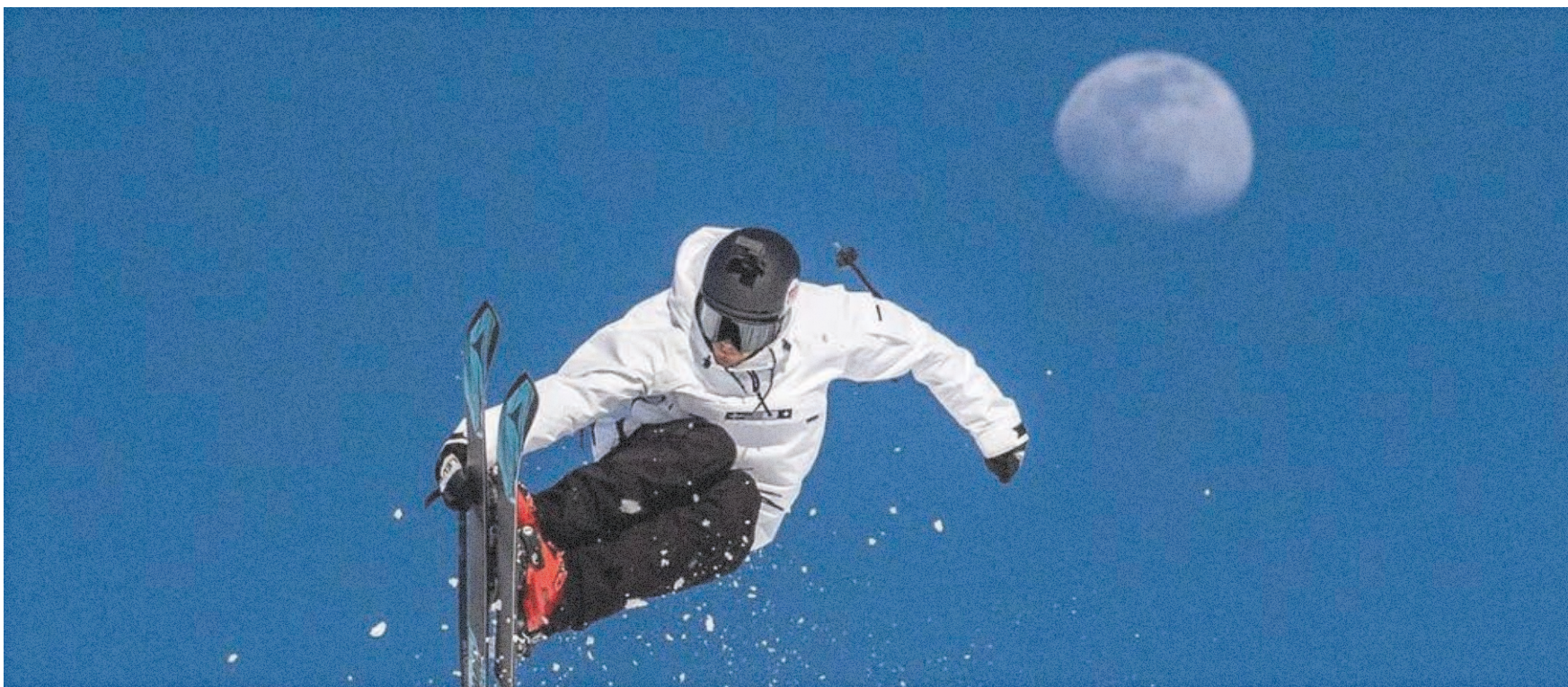


it right away, you will never get that information out of the CV or in the interview because in the meeting you can just talk and talk, and talk, but you need to actually sit and work together during the recruitment process. You cannot fake it.

The recruitments that I have been part of at Ridestore since I started myself have been the same way. It is actually the part when you invite the candidates to come work for a day or two and you see how they handle that kind of situation that I like the best. It is not necessarily the outcome of that task that is important, it is all about the way of looking at the tasks and the way of tackling different challenges.

It says so much about the person and it has been working very well with many recruitments. It should be good for both parts. It is also important that candidates can get to see what they will be doing for real and have the chances to say *hey, that is not what I wanna do*.





S.M.: How did your beginnings look?

M.S.: I remember my first 2 days I worked at the warehouse together with the warehouse team which was super nice to see the processes and I guess, that was how I was moving more and more into the logistic part of the purchasing. Because purchasing and logistics are very tightly connected.

Pretty quickly I got a bigger responsibility with that part of the product life. Making sure that everything we buy was launched at the right time,

had a correct price and everything was up on the site looking properly. I was doing that for the big part of the time until my second son was born in 2016.

During that year of my maternity leave Dope Snow exploded in Europe. When I came back everything was upside down. We were moving the warehouse to Helsingborg and it was the very beginning of the remote CX team. It was a very different company to come back to. The entire CX team in Trollhättan was restructuring. The office in Göteborg started

that year as well. Also, that year Emil and Linus decided to start handling the production of Dope Snow and Montecwear themselves. We had been doing Dope Snow in cooperation with a trading agent.

In 2016 we started to handle everything with Dope Snow and Montecwear ourselves and a big part of that is logistics. One thing is to create the product, another thing is to get the product shipped to the warehouse.

That is where I found my new way for work at Ridestore, taking responsibility for that part which is very complicated when you don't know much about it of course. I had to go take some classes, learning how customs work.

S.M.: That was the learning part of your job. Was Ridestore helping throughout that process?

M.S.: Yes, in some way. I had to figure out a lot by myself which is the strongest but sometimes also the challenging part of Ridestore. It gives a lot of freedom and responsibility on each individual.

I was in the position when I was *Hey*, *I know nothing about this, I want to learn it. Where can I learn it?* I had to find

out myself where I could go to learn these kinds of things and when I found that out I was like *Hey, can I take these classes? and they were Yes, of course! Do whatever you need to do.*

There was no one else laying it down for me. I had to figure it out by myself, but that is for the right kind of individual. That is also part of the learning. But If you need someone to hand it to you, then you won't get it handed here. That is the self-managed part which is very close to my heart.

I think it is very important in every aspect of life, that you take responsibility for your own wellbeing and also for your own learning. That might be why Ridestore is not a perfect company for everyone.

You will not have a set road to walk on. You will have to be part of building that road yourself together with the rest of the company. And for me that is what makes it fun. That's the cool part but for someone else it can be a deal-breaker "I don't wanna do this."

Of course, since it is all about the team work, you might go in another direction than the rest of the company and you may need to take a turn, and do something else but that is what I like about Ridestore.

S.M.: How do you feel about Ridestore now?

M.S.: There have been a lot of ups and downs. It hasn't always been red roses and fun but for me, If you are comparing the pros and the cons, it has always been the more pros than cons.

You will always have the freedom at Ridestore. I feel the freedom I have and the possibility to do my work in a way that works with my personal life is amazing. It is so important to me for where I am right now. But again, it is not for everyone. Ridestore is not a square, you won't fit in If you want the square company.

S.M.: Thank you!

Marte Skaarnæs- Moldestad



Marte, (36) living on the west coast of Sweden with husband and two boys (5 and 8 years old). Has been working for Ridestore for 7 1/2 years, with purchasing and logistics. I'm Norwegian, so naturally I love winter sports. I've been snowboarding since I was 13, and both me and my family loves the outdoors, all year round. We live in the countryside, and our vacations are more spent in the mountains than at the beach.



MEETUPS

Meetups are employee meetings organized by the company. Although the company consists almost entirely of employees working remotely from around the world, Ridestore makes no secret that the physical bond that forms between employees during such off-site meetings is irreplaceable and is an important part of creating the right atmosphere and work culture. The financial issues are relegated to the background and in the first place is the possibility of creating a bond. Meetups are usually organized before the start of a new season to introduce new employees to the world of Ridestore and familiarize themselves with all the tools and the culture prevailing in the organization. The undeniable advantage of meetups is also the opportunity to make new friends, which very often turn into relationships for years. Another form of meetups are ending season parties, which give employees the opportunity to celebrate the end of the season in a big way.

„I always said that if I had
the opportunity to meet the people
of Ridestore, I would be sure
that from the shot, most of them,
would be my best friends.”

4

Love and passion to the mountains - Michał Bargiel

Sylwia Misiak: What is your story with Ridestore?

Michał Bargiel: Totally accidental, really. I wasn't looking for any job at the time and I didn't know about Ridestore's existence.

While I was doing my gap year in Australia, my sister sent me a link with the possibility of applying for the position. She previously shopped at Ridestore and she really liked the whole shopping experience. So she just talked me into it.

It was the beginning of the Polish market. The website was just being developed and a lot of things had to be done literally from the scratch. I found that since I had a lot of free time, I like winter sports, and the whole vibe of the Ridestore (I read their entire magazine page) made me get excited very quickly and I applied. Completely accidentally, but it worked.

S.M.: How do you recall your first meetup in Finland?

M.B.: Ooooh, it was so wonderful! I was so excited that I would meet everyone. The meetup itself was well organized. I was delighted with how Emmie did it because it was all very specific.

All the information given to us was simply useful. There were no empty runs that we sat and did nothing. No, every discussion, every presentation was actually useful in later work.

It was great to meet all these people, to meet them in person, because in fact there is something about Ridestore that attracts minds with similar interests, so it was super easy to get along with all the people there. Even though they were complete strangers. I felt as if they were a group of people close to me, friends. It was really cool.



Pic.: Onboarding meetup in Finland, 2019

Back then, I was also excited about the opportunity to work and the prospect of the upcoming season. It was a really great start.

S.M.: You mentioned that you like winter sports and mountains in general. How have you practiced this hobby so far?

M.B.: It started quite late for me, because it was only at the turn of high school and college. When I became independent with my parents and had more free time.

We started organizing trips to the mountains for a day or two with my friends. I've always liked it.

However, the turning point was a trip for a Work and Travel program to the United States, to Wyoming (Grand Teton National Park), where I totally immersed myself in these mountains and spent every possible free time up there. In fact, this passion was born for good over there.



From the left: Ridestore employees in French Alps, 2021

Since then, there are always new challenges, new mountains, new plans that I am trying to implement. After returning from the States I started to organize trips to the Polish and Europeans mountains very often. We went, among others, on Elbrus (the highest peak in the Caucasus, 5642 m above sea level).

S.M.: In the middle of the 2020/2021 season, along with few other Ridestore team mates, you moved temporarily to the French Alps. Was it planned or rather spontaneous due to the remote work and conditions offered by Ridestore?

M.B.: It was a bit of a mix of everything. Considering the whole situation that prevails in the World and of course also in Poland, I really did not want to spend the winter locked up and living with my parents, being separated from my friends due to covid. So I found that going to the Alps for the season would be a great solution.

I started looking, knowing that my friends whom I know from high school or college would not have any option for such a trip, I started asking people at Ridestore if they would be willing to go and a few people

reached back. As time passed, somehow in the fall, everything became more and more serious because we were looking for a flat. We found this apartment but we had to wait because there were still lockdowns in various countries.

However, the work certainly helped a lot, because not only did I find people thanks to whom I could implement this idea. It is also the advantage of remote work and work within the ski and snowboard industry, i.e. contact with the environment and seeing the results of my work. When I go to the mountains I see all the people wearing our clothes. It really builds it and I see that work makes sense.

S.M.: What is the greatest value for you at Ridestore?

M.B.: People for sure. I always said that if I had the opportunity to meet the people of the Ridestore, I would be sure that from the shot, most of them, would be my best friends.

We have such a similar mindset and it has always made me feel good in this job, because I knew there were great people around, even though I have no physical contact with these



Living in French Alps

people. I knew that I could call anyone, write on Slack and this someone will always talk to me in some cool way. And above all, that we share common values and interests.

I happened to have jobs in the past, where people were driven by something totally different in their lives than me, and it always bothered me for a long time. However, here it is one of the great advantages. I also like the great belief in what we are doing, that it actually makes sense. That we are constantly striving to develop, despite various obstacles along the way.

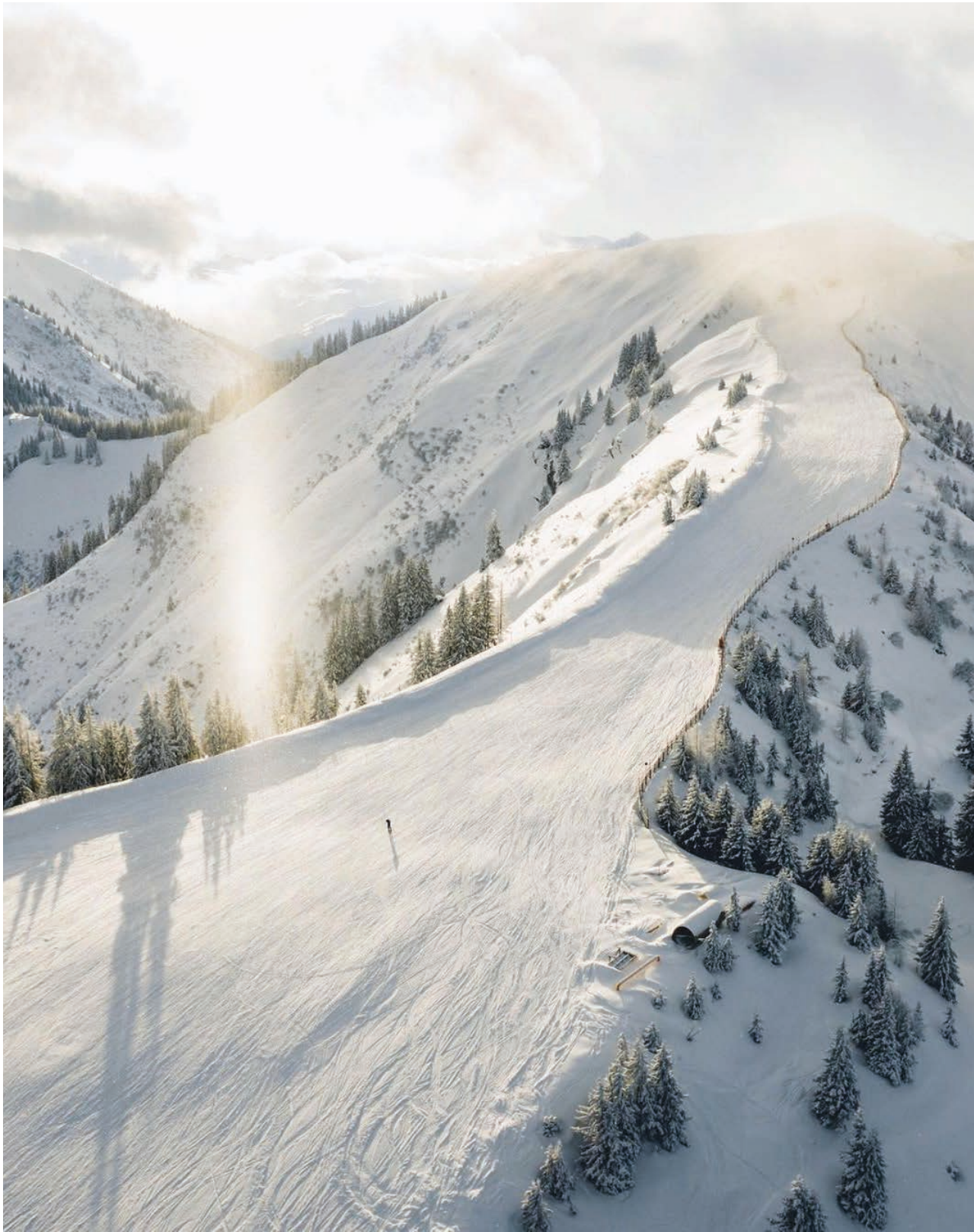
The company knows that it is not perfect and is constantly trying to improve. It seems to me that it will not rest on its laurels for a very long time and this is also valuable because it automatically motivates you to your work.

S.M.: Thank you!

Michał Bargiel



Polish CX and written content for Ridestore. Big fan of outdoors, nature, coffee and dogs. From time to time I'll do some crazy stuff like run a marathon or climb Elbrus, but normally you can find me somewhere in the mountains riding on the bike, hiking, running, skitouring - you name it! Life is simply too short not to use it - sunny places, good vibes and inspiring people since 1995.



„Ridestore thinks that it is value
of the team spirit. Bond is more
than the cost of the accommodation,
food or beer.”



Max Hemminger in conversation about the power of creating strong bond in a team

Sylwia: How did you end up in Ridestore?

Max Hemminger: One day I was bored in Munich. I saw the ad for a customer experience role on facebook. I decided to apply and filled in a customer test in the underground train on my way home. That was in June of 2017.

I didn't hear anything until the end of September. I actually forgot about applying there. I just thought, I probably didn't make it and then didn't even think about it anymore.

In the end I received a message from some kind of Lukas. He asked to prepare a movie and answer a few questions in it. I wrote down what I wanted to tell and filmed it at different places in Munich. For example, at my favourite retail shop.

I really took it seriously and took time to do it. I sent it and waited for a reply which came way faster than the previous one. They invited me for an interview. I was very nervous at the time but apparently I left some kind of impression, so I had a second interview scheduled and that was with Lucas and Robin.

Before that second interview, I was on vacation with the parent's of my partner at the time. Unfortunately I had some tech issues with accessing the zoom account and I had to keep them waiting. In the end I made it but it was still a very shitty situation.

They asked me to do a customer test about some glasses. I didn't do it pretty well, I think, and they said they will get in touch if I made it or not. I knew, they had few other interviews and wanted to hire only one person.



That wasn't me. I didn't make it. I was really sad about it. Got an email from Lucas with info that I didn't make it and I thought whether I should reply or not but I decided I will write back and tell that I thank them for their time and that I enjoyed the process.

Later in November I received another message from Lucas If I can start ASAP. So I said YES right away. I was in my third semester of my studies at the time so It sounded like a perfect student job on the side.

S.M.: In how many meetups did you participate during your whole Ridestore adventure?

M.H.: I got hired in November of 2017 and Lucas invited me to the Christmas party on the 12th of December in Göteborg, Sweden - in the office we had at the time.

I talked with my mom and my friends If I should go. When I actually went, when I bought that ticket, for which company paid anyway, when I arrived at the hostel, all the *what if they don't like me, what if this will be really awkward* thoughts I had

before proved to be completely wrong. The team greeted me so warmly and nicely that I felt right at home.

Starting off fresh at an international company, where I met everyone just through video meetings before felt a bit scary for my socially awkward 21 year old self.

Since then I really felt the positive values of these meet-ups as a remote company. Back then we were only 13 people in the CX team, a really small team compared to now, where we almost have 150 teammates in the CX crew.

I flew to Sweden, arrived at the airport, took the bus to the city. I didn't know where to go and staff. I used google

maps to walk to the hostel and while I was walking, I saw in the big window that there was a guy sitting there, that I thought I knew. It was David sitting there, in a leather jacket and big boots. I went in and I said Hey I think I know you guys and I was really surprised. I was going for German classic hand shake and they were like Yay, let's hug! It was really surprising. So that was my first meetup.



Onboarding meetup in the UK, 2019

In the spring of 2018 we went up to Saint Sebastian in Spain. After we had a meetup in Sweden with all of the customer experience team in Trollhättan office. Then we decided we will be doing onboarding meetups and in 2019 I went to London, to english meetup.

After that, I flew to Helsinki and it was my 5th meetup. It was for danish, polish and finnish CX teams, and from this I flew home to Munich and went to German meetup, which was in the North of Germany.

And I just forgot the season ending party in Sant Anton the year before! I also went to the workation in 2020. So around 8 meetups I participated.

S.M.: Did you help or organized any of them?

M.H.: We always help each other out at Ridestore, that's why I attended the UK/NA meetup in London and the FI/DK/PL onboarding in Helsinki to help out the organizers - it felt like they appreciated my abilities as a chef the most. For the DACH meet-up I got



that help back from David and Charlotta - when we were busy with workshops all day, they had our backs.

S.M.: Company covers all of the trip expenses, so flights, accommodation etc. for people who are coming from totally different parts of the world and will work remotely from their homes. Why are these meetups so important?

M.H.: We think that meetups do a lot and we have seen they do. That is, why we pay for that. We flew a few people from Canada to London and flew them back as well which was surprising for them. They just worked for this Internet company which they have seen two people from in a random interview.

And the company has written to them that they will fly them to Europe for free. They were thinking they will have to pay with kidneys or any other organs but actually Ridestore values these meetups a lot as we never meet.

Ridestore thinks that it is a value of the team spirit. Bond is more than the cost of the accommodation, food or beer. So the team spirit and the bond you form is better when you meet in a person.

The benefit we get in the teams of collaboration and working together is very high and we saw that this season.

We didn't have an onboarding meetup due to the current situation (covid) and it was a different season. The international bond was different.

S.M.: What do you value the most in Ridestore?

M.H.: Can I have like 7 answers to that? What I like the most is that you can be sure that Ridestore employees are all very similar yet very different. And of course I would combine it with the remoteness that we can hire the best of the best. Not only the people that happened to live

around the city that we have our office in. But, that they are the best cultural fits. These cultural fits are pretty amazing and create long term friendships.

I also value that, there is always someone to help you out. You can be your boss, you can take your own decisions, you can make your own role. I was lucky to have joined in time when I was just at the right place and at the right time. Also the trust that I was able to make the place for myself that is very comfortable yet challenging. And what I value the most in Ridestore is the team that has formed.

S.M.: Thank you for the talk!



Max Hemminger



My name is Max, member of the Ridestore Crew since 2017 and mountain enthusiast since 1996, maybe even earlier. It took him a while to realize that remote work would enable him to move his life towards what he loves doing most - currently that is skiing, hiking, climbing ... and working for Ridestore of course! I have worked in different positions at Ridestore but everything I do is connected to the Customer Experience which we consider the heart of what we do as a company. Working with the customers, with the world's best team & being part of the constant change is what's making me thrive.



HAPPYPLACE

Each of us is looking for a happy place on earth. For some it will be mountains, for others it will be living in a van. However, we always associate such a place with something nice, warm, something that makes us smile right away. With the remote operating mode of the company, it is hard for Ridestore to organize place for social gatherings for its employees in the physical space, which is why one of the channels on the Ridestore's Slack platform is called #happyplace. Employees have complete freedom of what they want to share with the rest of the company there. These are usually pictures of their pets, views of their current „office” or other nice events that they want to share with colleagues. It is a great opportunity to make a better bond with your colleagues who are very often hundreds of kilometers away.

Ridestore attracts like minds.
It is not surprise some of
the employees met before
even joining the team.

Talk with Tom and Angelica about how they met in Italy

Sylvia Misiak: What is the story with you two knowing each other, before the Ridestore?

Tom Quantrill: It was 2015 and we were both working for travel company TUi. It was my second season with the company, one in the Dolomites and then I was given a position working at Lake Garda in Italy. We were just doing, like a standard job, where you go to the airport, you collect a bunch of tourists, bring them to the hotels, tell them about the meeting and different trips and things that they can do.

We had to also sell trips and one of the selling trips was called „Lazise by night” - like an evening cruise. We were selling that trip for 27 euros and were taking them by the boat to that city. The main feature of the whole evening was, how you were gonna spend your evening. You had to wait for the people. But, If you were paired with somebody

quite good, when the guests were visiting Lazise, you can just head off for a beer, have a drink and staff.

So me and Angelica, we just went off to some restaurant and drank wine, had food and were chatting. We didn't know each other and it was really, really nice. It was a good laugh.

Angelica Sykes: I could swear to God, we were talking about snow and about things that got us right in.

T.Q.: Some time after that, although we weren't in super contact, I kind of followed what you have been doing. You went off to Japan and did some freestyle skiing so all kinds of adventures. It is also funny because I didn't know you were working for this company (Ridestore). I knew you were doing some SEO, writing articles but wasn't sure what exactly.



I was definitely jealous and I remember thinking *I was still stuck in this place, working for a holiday company*, which was great. But I wanted some proper job where it wasn't really 5 months of work, 2 months off. And I do remember I followed some of the staff you were doing and I was very interested in what you, Angelica, was doing but I never really asked you or investigated.

A.S.: Around the time that we met, was when I started doing competitions in free rides. That's how I started doing freeride qualifiers and that is how I came to Ridestore. Alex messaged me to be one of their micro influencers back in 2016.

I was producing content and was asked to start writing a blog, because they wanted to start this Magazine page going. Something easy-peasy, nothing with heavy data analytics type in depth or something. It was more like a couple of interesting

pieces. I think, I remember my first piece was *The best resorts for doing a season* and I just put the resorts that I was in. And that is how the magazine started. So being with Ridestore now, for four years, it has been a whole crazy journey.

T.Q.: Yes! And I remember when I got here, I posted something in the #happy-place and you just popped in. I was then like *Oh, Tom, Is that you?* and *Whaat?!* It was a little bit of a shock.

S.M.: And what do you do now in Ridestore, Tom?

T.Q.: My first season was half-part CX and at the end of last winter [2020], Charlotta gave me the biggest lifetime opportunity and asked if I would like to be a leader of a EU team which was just great.

It was really big for me but I thought *oh shit* - I am a very selfish, self-centered person and working in the holiday resorts. Have always really worked for me because obviously I had to look over only for me. So it was a really great learning curve with the term of the culture, the kind of Ridestore gave me that opportunity. Ridestore was all the time flexible with me having another job, very understanding. And then with the whole lockdown and losing previous jobs, Ridestore was just perfect to jump into full time mode. And with the whole lockdown, Ridestore was so great with the communication, so honest, nice, human communication.

S.M.: How is it for you, Angelica?

A.S.: Yes, it is very simple, easy and you learn as you grow, and you foster a much more collaborative environment which is great. But for me it is a slightly different

experience, because obviously it is completely different structure in the SEO department itself.

But Ridestore has been there and helped facilitate me traveling. It helped facilitate me competing and now obviously pursuing professional goals. I am so grateful because honestly I don't know where I'd be now. Ridestore is there, it is consistent, it has been so consistent for years and I enjoy the work so much.

I have been able to explore lots of different kinds of content and lots of different kinds of project ideas. So much power, so much autonomy, so much liberty. I really don't know where I would be without Ridestore and I am so glad that I have them. It is just the chilliest, most brilliant side hustle in the world.

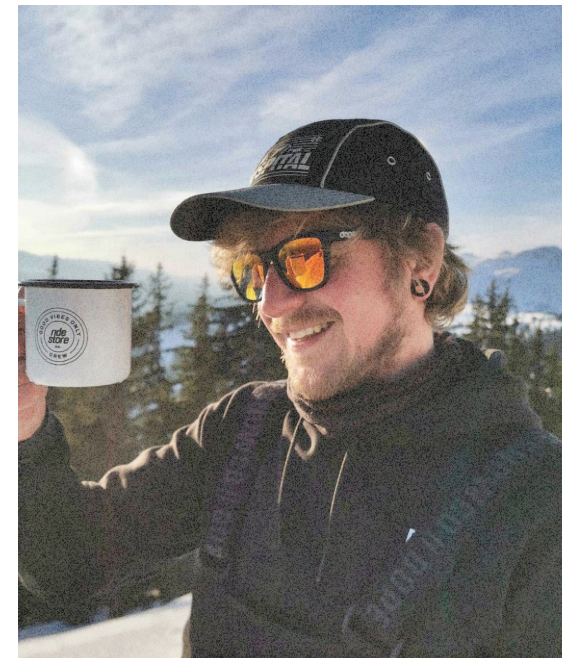
S.M.: Thank you both for the talk!

Angelica Sykes

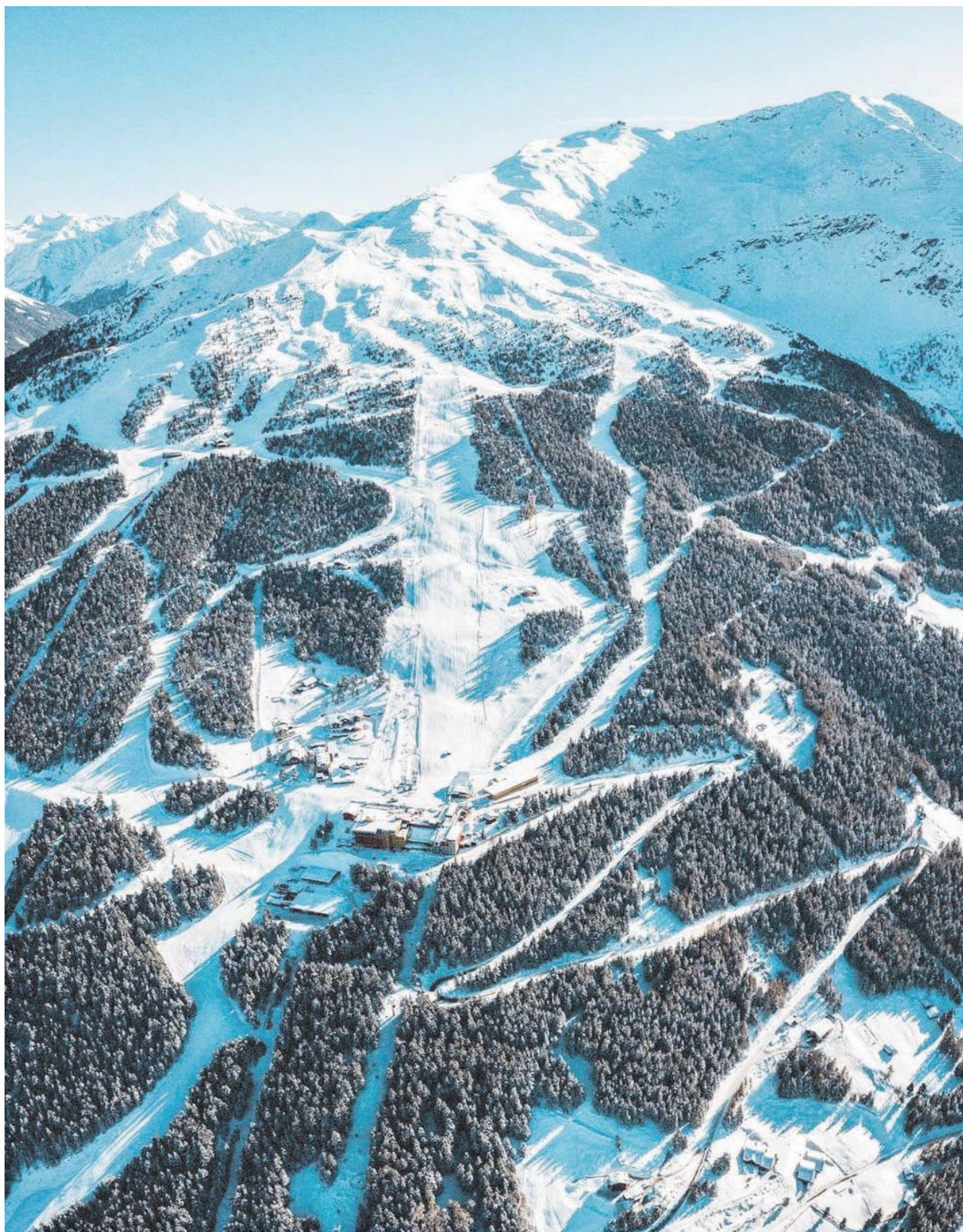


My name is Angelica Sykes, and I am an entrepreneur who specialises in online growth management & lead generation for small to medium-sized brands and startups. I am a former pro freeride snowboarder; ex British freeride champion and a lover of wine, dogs and powder turns!

Tom Quantrill



Hey, my name is Tom. I am originally from the North-East of England, Newcastle - But have been lucky enough to be living in Europe for the last 8 years. Working in Tourism and E-Commerce I have met and networked with a large group of like minded individuals which has led to me finding my tribe at Ridestore.



Talk with Anneline and Conor about their meeting and joint journey through Asia

Sylwia Misiak: I have heard a little bit from Anneline already, but would like to hear a story from both of you about how you meet in Asia?

Anneline Akkersdijk: I was travelling there and I have met Connor on his very first week of travelling in Thailand, in Chymiy. So we literally met in the... back of the track. We started talking and shared contact information before you (Connor) left for your hostel. We were like *Ok, maybe we can see each other again* and basically after that, we hung out for around 3 months in Asia.

Conor Gallant: Yes, we took this overnight bus from Bangkok to Chymiy and when you got off the bus you got on this track. So I got on one, then I realized I left something on the bus. I went back to that bus, I got something and then

I got to the different track which Anne was on and the couple from the UK. We just started to chat.

I haven't met that many people in Bangkok so I was just happy to chat with somebody. We shared contact information and later that day (it was very early still) we went to have breakfast. We just got along pretty well and I was just *Let's hang out*. After that we ended up travelling together.

S.M.: So you guys met, basically, because You Conor have mixed the buses?

A.K.: I didn't know Conor, you mixed them and ended up on a different one in the end.

S.M.: Later did you, Conor, ask what she was doing and she started talking about the Ridestore job or how did you find out about it?

A.K.: I think I was just always around with my laptop now and then. Conor and I have discussed where we worked and I was like *I work for this company* and he was *Sweet, I like skiing*. And sometimes I was saying *Sorry, I cannot join you for a walk or going out, I have to work tonight* and he was like *Work? What do you do?* Everybody got really surprised and excited about my job. They were like *Oh my God, it is so cool that you can travel and work at the same time*.

S.M.: But CX employees back then (January 2020) didn't know about opening of the new market in the States and Canada, so you couldn't tell him

like *Hey, we have this NA team, you should try and join us*. How did Connor end up being with Ridestore anyway?

C.G.: Yes, I remember once we were eating dinner, You came and joined us while you were working and I said *What?! How does this work? What kind of job is it?* Annie and I talked a couple of times about it, how you are "your own boss", that you can work remotely. How nice it was working with people who are very cool and relaxed and I think a bunch of us followed Montec on Instagram.

Then I had in the back of my head that It would be something interesting, something I would like to do. One day I saw an ad on Instagram and I thought *Oh whatever, I will just apply* and there you go.

S.M.: Anneline, you have been working for Ridestore 2 seasons. You have some experience with operations, work and people. What do you think about Ridestore?

A.K.: I really enjoy working for an employer like Ridestore. I think the vibe they have created and the company culture is amazing, and it is something unique that you don't really see around that much.

Probably a lot of companies try to present themselves like this but that's usually just words. And I think Ridestore is really able to prove it by actions and just by the vibe that, not they but we all, are creating together.

And for me, the flexibility of the work is really a big plus. I think the first case I applied for the job was *I don't really need a job right now* but it sounded like a very cool company and the fact that you can work remotely was super great. I knew back then when I applied that I might go traveling



again. I was like *oh, that is a really great option to travel and earn some money at the same time so that is great.*

I also really like the fact that feedback is taken so well. I can feel that everybody is taking the feedback super great, both personally and in the company. You can really see all the feedback being used for developments, changing and improving. Little things but also bigger things so every one of us is adding some value to the company and I really like that.

S.M.: And what is your passion which brought you here to that company?

A.K.: I have noticed by having many donuts that every single one of us is into travelling, either surfing and/or skiing or snowboarding, food as well.

And just, every single one working at Ridestore is having this awesome attitude. You don't need to have 9 to 5 job. You can live a great life and work in a place that you really like but still you have all the freedom. I think that stock about life and just the trigger to make most of it is really what is connecting us as well.

S.M.: How about you Conor? You may have actually different feelings, because you are in a totally different market and that was your first season at Ridestore. How was that for you on the other side of the Ocean?

C.G.: It has been great, I really loved it for a number of reasons. Like Annie said, the freedom to move and be remote, be mobile and not tight to any place is awesome.

I have heard a lot of positive things about the company and about remote work, but I always was, kind of, associating

it with people who can code or influencers, like it was one or the other. I'd never think it would be something I would ever be able to do.

I just really love working with these people. I felt very fortunate to have Pam as my team lead. She is so kind and just made it very easy to feel like you are part of the Ridestore team. Especially because knowing there were people who have worked here a number of years or knowing that it was Annie's second season.

Sometimes it takes a little bit to get to the swinger things, to understand what the culture is like and kind of just get the vibe. But I felt it was so easy with Ridestore, because everybody was like minded. Everybody was there to do a great job but also have fun and get to know cool people. Work a job that corresponds with their lifestyle which is awesome.

I really, really loved it. It is great to find a cool group of people who look at life a little bit differently. It really showed me, you don't have to work 9 to 5. You don't have to sit in the office all day.

You can do awesome work, with the awesome people and you can do it from a van or from a beach, or at the bottom of the mountain. I found it to be such a unique job and it is also cool to be part of something that you know is growing, especially in NA. I can't see it going anywhere but up so it is a cool experience, I feel lucky.

S.M.: Amazing! Thank you both for the talk!

Anneline Akkersdijk



Anneline was a member of the Dutch CX team. In addition to working for Ridestore, Anneline is a student and is committed to discovering the secrets of psychology. There is no problem for her to share work, studies and travels.

Conor Gallant



Conor Gallant is 25 years old and lives in Toronto, Canada. He has university degrees in Political Science and Sport Marketing. In addition to his work with Ridestore, Conor works in communications consulting with a PR firm based out of Toronto. His main interests are traveling, mountain biking, skiing and camping. He is a huge fan of the Toronto Raptors and the Chicago Bears and is looking forward to the pandemic ending so he can get out and see some more of the world!



„It is very tangible that people
who work at Ridestore,
they honestly enjoy their job”



Nhina Svensson in an interview about product development

Sylwia Misiak: How did you end up in Ridestore and what do you do?

Nhina Svensson: I am a 3D garment technician. I am working a lot with the fit of our garments and product development but mostly in terms of patterns and how the garments will fit.

I was doing my masters at London College of Fashion, where I started working in 3D, in this 3D program called CLO3D which was really eye opening for me. I had a background in design but introducing the 3D element really enabled me to make the garments but without physically making them and I was able to try out more.

While I was finishing my masters I saw that Ridestore was looking for a 3D garment technician, with specific specialization in this program that I was working in. I applied, we matched each other and that's how I ended here back

in Göteborg. Because I am actually from Göteborg but lived elsewhere for 10 years and have never imagined myself back in Gothenburg but here I am.

S.M.: Do you feel like you have learned/developed through the years in Ridestore?

N.S.: I have been here for almost 1,5 year so it is not that long. I feel I have learned and developed. Obviously one part of that is coming directly from the University and not having that much previous work experience specifically related to what I do now.

But now I just feel so much at home and I have been able to really focus, do and think of what I love.



Production team during the work in the office, Sweden

This is the aspect that I really enjoy the most with creating clothes. And in this environment where you are really encouraged to focus and do the things that you are good at.

You are given freedom and responsibility to be in charge of your work because no one will do it for you, no one will check you. It is up to you. If you get this job done but you also have this immense freedom where you are allowed to explore, develop and try things out.

S.M.: What is the biggest challenge for you at work?

N.S.: Time. The production team is still fairly small, although we have grown a lot the last two years. There was a time when there were 3 people. Now we are 10 and that happened only within the last 2 years.

We are a bunch of very passionate people, who like to get down to the nitty gritty details which is one of the things I really enjoy. But I think that also hits back on us,

because we also like to investigate what we do and we wanna do this, and wanna improve that... but there is just not enough time for all of it. I think that is the biggest challenge for me and my work.

S.M.: How would you describe people working at Ridestore?

N.S.: It is a very open but tightened group. It is very tangible that people who work at Ridestore, they honestly enjoy their job. They enjoy “going to work” and all of their colleagues. We have lots of fun in the office. Even if we might do different tasks.

You still have these core values and we all are pulling towards the same thing, and how can we make the best products, and how can we communicate this, how can we make our customers happy. It really feels that we are all very much aligned in what we want to achieve here.

S.M.: You are one of not that many people, who actually works in the office in Sweden. How is it?

N.S.: We moved around a year ago to this amazing office that we have right now which is quite large. We have a photo

studio, big production area, and a stockroom. The economy and marketing teams are also here.

It was such a big change when we moved here because before we had, like a third of the space, which was a bit cramped. And now it is a nice, big space. Obviously the past year has been different and weird, due to the corona times.

But I really enjoy it. There is this nice sense of community. Not just being in the production team. Everybody is having lunch together, talking about

what is going on in the economy department for example, or what people do in their free time.

There are so many people from different departments but we are very similar in what we like about Ridestore. I guess the philosophy is that we do stuff differently and that maybe attracts this kind of people. I think everyone really enjoys that you are giving them the trust to take some responsibility. You also get a lot of freedom in what you do.



Nhina Svensson during her work in the office in Sweden

I am hired as a 3D garment technician, and I get the sense that the team trusts me when it comes to fit and creating our patterns in 3D. People are allowed to share their ideas, all of them. It all weaves together in a really nice sense.

S.M.: What do you value the most in Ridestore?

N.S: The freedom. I know that I have talked about it before but it really is the sense of freedom. Also impression that I am given the trust and the responsibility to do my things.

No one is here to check that I am here at 8am in the morning. I mean, there is flexibility. I can come at 8 and then work until 5. But I can also be here and then go home earlier to work again in the evening if I need to. As long as I get

my work done and it works for the team. For me, personally, it is something that I really value at Ridestore. It feels like I am in charge of my time to a certain extent and that enables me to do a better job.

So it is the freedom and the trust in the work I do. If I say I have this idea, I think we should try it out. Ridestore and the production team are really enabling you in that. They give you an opportunity to try out this idea, to dig into it. And If it is a good one, it actually happens. That is really cool. You actually feel that you can really make a difference.

S.M.: Thank you for the talk!



Nhina Svensson



I am an enthusiastic nerd when it comes to garment fit and 3D, who found Ridestore by accident and now cannot imagine herself at any other workplace. She is more into motorcycles than skis but perhaps that will change.



DONUTS

Dontus is a system on the Slack platform that pairs different people, from different departments and encourages them just to talk. In the case of a company that mainly operates remotely, so it does not give employees too much opportunity to meet or get to know each other, this option is really great. Thanks to random matching in pairs, Ridestore employees have a chance to hold an online meeting once in a while. The main purpose of which is to talk together about anything, about their passions, dreams or everyday activities while drinking coffee, beer or wine. The company obviously pays employees for this time during which they can build a bond and trust within each other.

„It is about ideas you bring
to the table and energy you
bring to the team, more
than anything else.”

Noa Dagan in a talk about being a support for the team

Sylwia Misiak: How long have you been working for Ridestore and what is your role?

Noa Dagan: I have been at Ridestore for around 1,5 year. I started in a UK/NA english CX team and then became team leader of the west coast of America CX team and now keep working for american inbox.

S.M.: What kind of passion brought you to the company?

N.D.: I wasn't sure where I was going next in my life and didn't know exactly what I wanted to be doing. I have been traveling for a long time, moving around and have always loved the idea of remote work. I just never found an avenue for it.

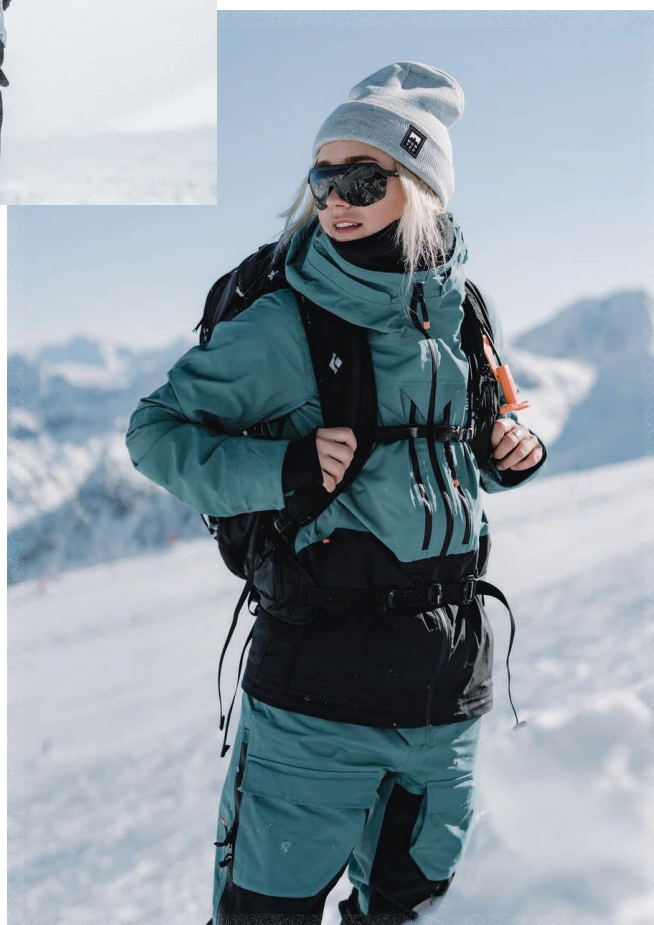
And I was on facebook one day while visiting my parents and really I would never ever click this kind of thing. I never do, but for some reason something drew

me to it. I clicked it and I was like *oh, I like tests, I like quizzes*. I did it and then I got to the next stage, and the next stage, and then it was to make a video. I thought *Oh, it is serious*. I had to really decide If I am committing to it and next thing I knew was that they wanted me to fly to the UK and I thought *Ok, this is end*.

Because when we apply, the application is listed for Ridestore which in North America we don't have access to Ridestore website so I never heard about Ridestore, you cannot access Ridestore from North America. So I did download VPN just to get into it because I have never heard about it. It was just plain faith.

And If you are asking what drew me I would say the freedom of course, the remote work. And I do love snow sports. I love that World and gear. And I also thought that the mission is pretty cool. I love mostly the fact that good





quality gear doesn't have to cost thousands of dollars. So all things drew me to it but really by accident.

S.M.: How was it to lead so many people (around 50 in the NA team for season 2020/2021) from so many countries? What was important for you during time?

N.D.: It was challenging. One of my favourite things when we started out was having a small group. 10 people in my team including me and building a bond and ensuring they felt supported, heard, listened to and valued. We put a lot of time into team bonding and work on our team's energy. And then we had so many things going on. You can never predict what is going to happen.

Ridestore entered NA market with Dope Snow brand at the end of 2020 and the decision was made to make reinforcements. All of the sudden overnight we were managing 50 people and later we got UK people as well.

It was hard, especially because there was no time. There was no time, because it happened when it was already crazy I would say. So there wasn't really time

to reinvest that time into team bonding. Getting to know everyone and having that relaxing time, not setting the work staff, is so important.

We did a lot within our NA west and NA east team but we just didn't have the same opportunity to do it with the whole NA EU team and is something I definitely wish we had.

I think our job is to make sure all resources are there. Make sure they have all tools so we put a lot of work into making sure the Slab (Slab - platform for sharing company documents) was updated. And also constantly pushing along all of the new fixes and working with the tech team, logistic teams to keep communication with them so that our team mates could be heard.

When someone was coming and saying *We really need possibility when something happened and need update about something*, then we took that on and made it happen. That is really important to us.

That level of autonomy, building that confidence and giving people right avenues, telling them *You know what to do. You go for it. You got that.* Those are the things that we focus on.

S.M.: So you have a huge trust in the rest of the team?

N.D.: Totally. You can't be a micromanager. We don't go in and read people's messages or check up how they are doing. We just fully have that trust.

If there are issues people can come to us with it and we are there. Of course, we don't have totally hands off but we are definitely not micromanagers. Pam and I started last season with that mindset. We are working very hard to recruit these people so once they are here in the team, we can trust them fully and I know they will make the right decisions because they have got their instincts.

When you are trusting people from day one with the keys to the castle, when you are giving them access to everything. You really need to hire people that have the right values and that they are gonna use the tools at the right time and in the right way.

You just trust their judgment. So when it comes to the situation when someone asks *What do I do in this situation,* I can honestly say *What you wanna do? Because that is, what you can do.*

S.M.: What would you say is unique for you in a Ridestore?

N.D.: I would say there is this feeling that no one ever questioned me no matter how long I have been in the company. My opinions were seen as valid from the day one. Age doesn't matter, experience doesn't matter, what you did before Ridestore doesn't really matter.

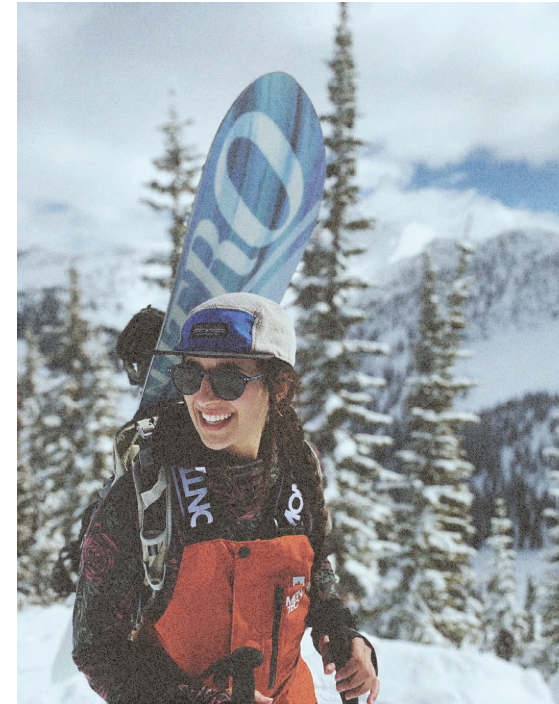
Of course, experience helps. But when we recruit people we don't look at their resume. It is about ideas you bring to the table and energy you bring to the team, more than anything else.

There are people who have been in the company for 10 years but they value my opinion just as much as the next person and I think it is pretty rare.

S.M.: Great, thank you for the talk!



Noa Dagan



Raised in San Francisco, California, Noa spent the Winter 20/21 season expanding Montec and Dope Snow in North America as a Team Leader for the North American CX Team. Working remotely out of her current home base of Nelson, BC, she spends her time snowboarding, mountain biking, camping, and enjoying all that Canadian life and remote work has to offer.



” This is something I really
enjoy. Just staying authentic.”

LO

Living the dream - talk with Pontus Karlsson

Sylwia Misiak : How long have you been working for Ridestore and what you do?

Pontus Karlsson: I started working with Ridestore in 2017, so soon will be four years. I have been doing a lot of different stuff. I started working at the CX team in Sweden. Then I started writing product descriptions.

After that I went into more, to kind of, media making, like product's highlight videos. At some point I started to pitch more and more video ideas and since 2 years I am mainly working with marketing.

We do a lot of different stuff in the marketing team. Right now I am working a lot with analyzing ads, what is working good and what is not. How we can optimize our content even better for the ads. That is mostly my role now and part of that is creating the content.

But a big part is also finding people that are really good at creating the type of content that we want and need. Also instruct them on how to do it, how to gather the content and give them feedback so I have some different people I am constantly working with as well and guiding them how to shoot better for us. Also work as a middle man between our creators and editors to gather our shared vision of what the outcome should be.

S.M.: When you see Montec or Dope ads on the web, you can see some union of everything. Is there any visual identity described? What Ridestore want to show in their ads?

P.K.: We are working more on making the brands a little more separate as a brand so also in the way we shoot. Montec is more about the adventure and love for riding. While Dope is more for





hanging out and having fun with your friends. That is how we are trying to shoot these 2 different brands as well. When we shoot for Dope, for example, it doesn't start the day before shooting. It starts with having a good crew which we are having fun with together. If we are not having fun, the content is not gonna turn out the way we want.

Mainly we wanna to feel really authentic and like we are actually on the ski holiday with friends. So it starts with building a team which makes you feel you are on the holidays with friends skiing. And that way it makes it easier to find fun staff and film.

A lot of the staff which are showcased already are very spontaneous. They just happened and we had a camera. We are

trying to be very authentic, having fun and then the content will probably be very good.

Of course we have some shot lists with what we want and with these kinds of angels. But when we are talking about the kind of vibe and feeling we wanna communicate it is more to do with a team and how we keep the stoke up within the team while shooting.

We want to bring people who really want to be out there for the adventure. Making shots with these kinds of people is just more authentic.

S.M.: It really sounds like a dream job. Just skiing and shooting.

P.K.: I am not gonna complain.



S.M.: Do you travel a lot in order to create content for Ridestore?

P.K.: Yes and no. Before, as a company we needed to travel a lot more because but now we have a lot of shootings in the studio. We don't need to take all of the product shots on the location. So the time of travel went down a little bit.

Now we are fewer people who are traveling and usually when we need to shoot, it is more like a lifestyle and riding oriented shooting. But again, If you ask, do we travel a lot, I would say yes. I need to travel quite a bit. Of course we need to shoot where the conditions are good and the snow is good. Usually we have like 3 big shoots per year and then we travel there during spring time, late summer and of course during the winter.

Sometimes we have people living in some cool winter conditions so instead of going there shooting, we instruct them how to shoot and that way it is a more economic solution.

S.M.: Any funny story you remember from any of these travels?

P.K.: Hmmm... I have been hit by lightning while shooting. We were 10 people that were hit by lightning at the same time while shooting in Zermatt, Switzerland. Weather was very nice but the glacier was at 4000 meters so quite high.

Suddenly bad weather started rolling, so we decided to leave but you need to go up to the lifts to go down. You need to take one T-bar and another T-bar. The last one you need to ski a little bit down to the gondola which takes you down to the village.

When riding the second T-bar, it was really, really bad weather. Clouds were super dark and we were actually in the clouds, we were so high. I didn't hear thunder and then all of the sudden we heard a big noise and a lot of pain. It sucks getting hit by lightning. I fell on the ground and my legs got a little bit paralyzed. Later it was fine but it was just painful.

S.M.: I am glad you are all ok. What do you value the most in your work?

P.K.: For me, the reason I am still here (that is my only full time job I ever had) is the freedom to plan my own time and also freedom in how I solve issues looking at the content side.

I have guidelines and I know what we want but I have a lot of freedom on how to solve these problems and how to get the content we want. And as I said the freedom to plan my own

time. When I am not out shooting, which is quite a lot, I can plan the time 100% to fit my personal life.

Usually I go up at 5, I work very intensively for 4-5 hours and then I have the whole day for skiing, skydiving, parkour and whatever I want to do. I can really combine my working life with my personal life which, If I couldn't do that it would be a deal breaker for me. With Ridestore I can have a normal job but still plenty of freedom.

Of course I have a lot of responsibilities as well but nobody is going to tell me how or when I should get things done as long as they get done.

S.M.: What do you value the most in Ridestore as a company?

P.K.: I am thinking what I value is freedom again of course, but also the way we (Ridestore) are thinking with building crews which are really nice to have fun with. That is something I really enjoy. Just staying authentic.

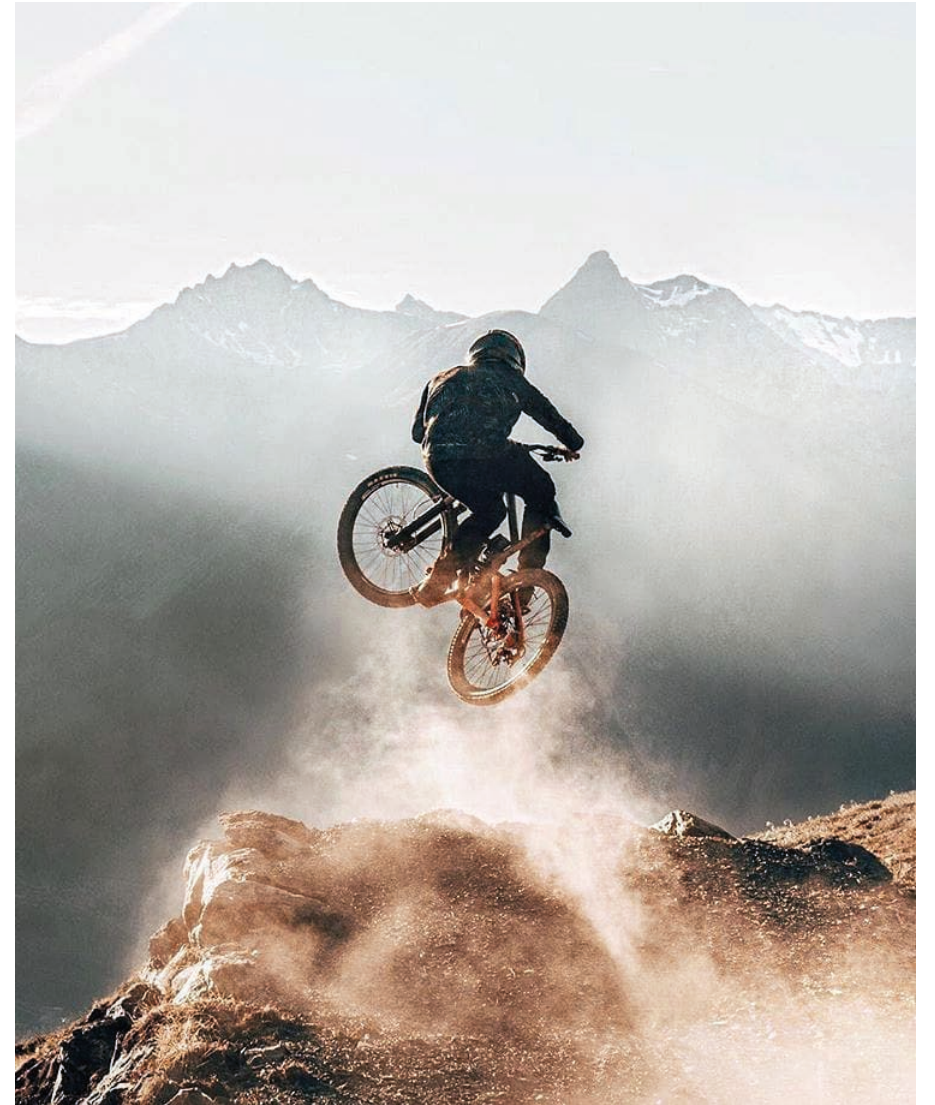
We are not gonna try to shoot something that looks like people having fun skiing. We are gonna have fun skiing and then shooting it. It is that kind of order of priority. Of course we need to have great content from the shoots but we also need to have great fun. We can't run around and fake everything. We need to have fun.

S.M.: Thank you for your time!

Pontus Karlsson



I am Pontus, content creator for Ridestore, my main objective in life is to have as much fun as possible. Pretty simple. I fell in love with video making as a kid, and now I am stoked to be able to combine some of the things I love the most and call it my job. When I am not working, you will find me where the snow is good or the rooftops high, or maybe jumping out of our good old turbine Cessna 206.



„What is wonderful about
Ridestore is that there isn't
really anyone stopping you.”

I

Linnea Grunnesjö talks about possibility to work on various tasks

Sylvia Misiak: Could you introduce yourself and tell me what do you do at Ridestore?

Linnea Grunnesjö: I am from the North of Sweden and have lived in Gothenburg for around 10 years. I did a bachelor in global studies which is about sustainability and global challenges.

Ended up working in the school administration and I loved it. But it was very stressful and not really my plan. I was asking myself If I really wanna do this. So I decided to take a gap year.

I have always been super creative, sewed my own clothes. Although I thought that If you wanna work in a creative area you need to be a designer and I don't really feel like I am a designer so I didn't

wanna go that direction. But I didn't know there are so many other jobs you can have with the textile industry.

I found a one year vocational education within pattern making and technical design. The first lesson or even the first hour I thought that is what I wanna do. It was so much fun and so easy for me. I felt I had talent for it.

Meanwhile, some other things happened in my life. I did a podcast about the textile industry. I was embracing entrepreneurship and everything about manufacturing clothes, the technology about the fit and how many pockets a jacket can have, where they should be. All this nerdy stuff, I loved it.

Ridestore was my first job within this industry. When I started it was just me, Emil and Daniel I was hired as a technical



designer. Did all of the drawings, and communicated with the factory. I was scared of leaving school because it was so much fun. I didn't know If I was ever gonna start having so much fun again. But then I started working and I thought Oh my God, this is even more fun.

Immediately I got a lot of responsibility even though I was fresh from school. They told me Yeah, You are under qualified but we believe in you. I think that is very typical for Ridestore. We hire people based on their ambitions rather than their experience.

S.M.: You do many different parts of the design process. How were your tasks changing along the way?

L.G.: I was just a few months in and we decided we need to use 3D as a tool in the design and product development. There was some help from 3D designers from the outside but we hadn't done any 3D ourselves and I was also a bit frustrated about not being able to send patterns to the factory. To do that you need a CAD software, which is kind of included in all 3D softwares, so going into 3D was solving several challenges for us.

Since I have the pattern school background, I knew how to make patterns with CAD. I didn't have so much experience with the 3D stuff but we figured it out together with our consultants and just did it, in like 3 weeks.

After that Ridestore exploded in growth and we knew we would need to hire new people. Shannon came along and she has so much experience and knowledge. My role in Ridestore started changing, because as soon as we hired someone I was giving off some part of my job and it was actually really beautiful to watch.

If I would improve the products further than I had done to that point, I would need to study more. But when I gave it off to Shannon, she knew things I didn't and could bring it to another level. After that we also hired Nhina who is a 3D garment technician. So I could give off more of the pattern and a 3D side and see the same thing happen again.

I have been working with a lot of different things. I have changed from using 3D in the product development to working with the style creator mostly which is about visualizing things for the website.



Today I am the team leader for the remote 3D team so the one who plans the projects, sets up tasks and keeps stuff together.

S.M.: How did you end up working with a renewed project?

L.G.: Lousie was hired as CSR- and sustainability manager and the Renewed project was one of many things within her role. She was working on it for a few months and then she had to go for maternity leave. Another Linnea took over most of her parts but no one really got the Renewed project.

At the same time I turned 30 and I had been thinking about my global studies bachelor, which is about sustainability and I had this minor 30 years crisis where I was asking myself questions. I wanted to do something good for the world. So I asked Louise If I can help with the renewed project.

While she was away, I have been working on that. The goal was just to launch a small batch to measure the interest for it. In everything we do we need to check what customers want, what we can do for them, or else we become irrelevant.

We definitely need to have an answer and a clear strategy on why and how we do the things we do from a sustainability perspective. And I am really happy to work with Louise on this. I really love it and there is a lot to do.

S.M.: What is your favourite value at Ridestore?

L.G.: Personally, I would say entrepreneurship, this startup feeling. That we never think we have the right answers. That we are always questioning what we do and how we do it. Always trying to have all of our senses out there to

feel what the customer wants now. Do they want us to be sustainable? Ok, we need to be sustainable. That is what I like. If I have an idea which is valuable and I can prove it, I will get it through.

Also freedom of course. I think this culture triggers everyone here. We expect you to take your responsibility. If you do it during the night then do it, we don't care. Where do you do it? We don't care. Just make it work. And I can work from home or I can work from wherever. It is wonderful.

What is wonderful about Ridestore is that there isn't really anyone stopping you, sometimes it is actually a problem :) but I am the type of person who likes to do everything. I think everything is interesting.

For instance, I am now working on a project about improving our packaging which is very important. I am not an expert about that but I am the one who is asking the questions. Trying to do tests, trying to get people to work together to try to make a change. I feel

that Ridestore allows me to be the kind of person I am which is wonderful. I don't feel like I need to change myself to fit in.

S.M.: How would you describe Ridestore people?

L.G.: Passionate, with high ambition, hard workers. It is also what I really love, working with ambitious people. You can make amazing stuff together. People who can do anything. You could put them anywhere and they would do amazing stuff.

S.M.: Thank you for the talk.

Linnea Grunnesjö



Been with Ridestore since 2017 and lead projects within 3D and sustainability. I love to learn new things and Ridestore has kept me with them by serving constant change for breakfast. In my post-covid life I have plans of dancing the night away and skiing in fresh pow.

„ Most of us are really open minded people. We like to think outside of the box and not to do things like everyone does them.”

12

Nynke Oud in a conversation about the uniqueness at Ridestore

Sylwia Misiak: How did you end up in Ridestore and what do you do?

Nynke Oud: Well... it wasn't planned. I was on the road trip with my boyfriend at that time. We knew we wanted to spend the season at Austria after that.

During our trip we didn't work so we knew that we will be out of the money at the end of this trip. We needed a job to do. I still remember it was in Greece and I was just scrolling through facebook and I saw the Ridestore ad. I just said to my boyfriend *Oh, that is funny. Maybe*

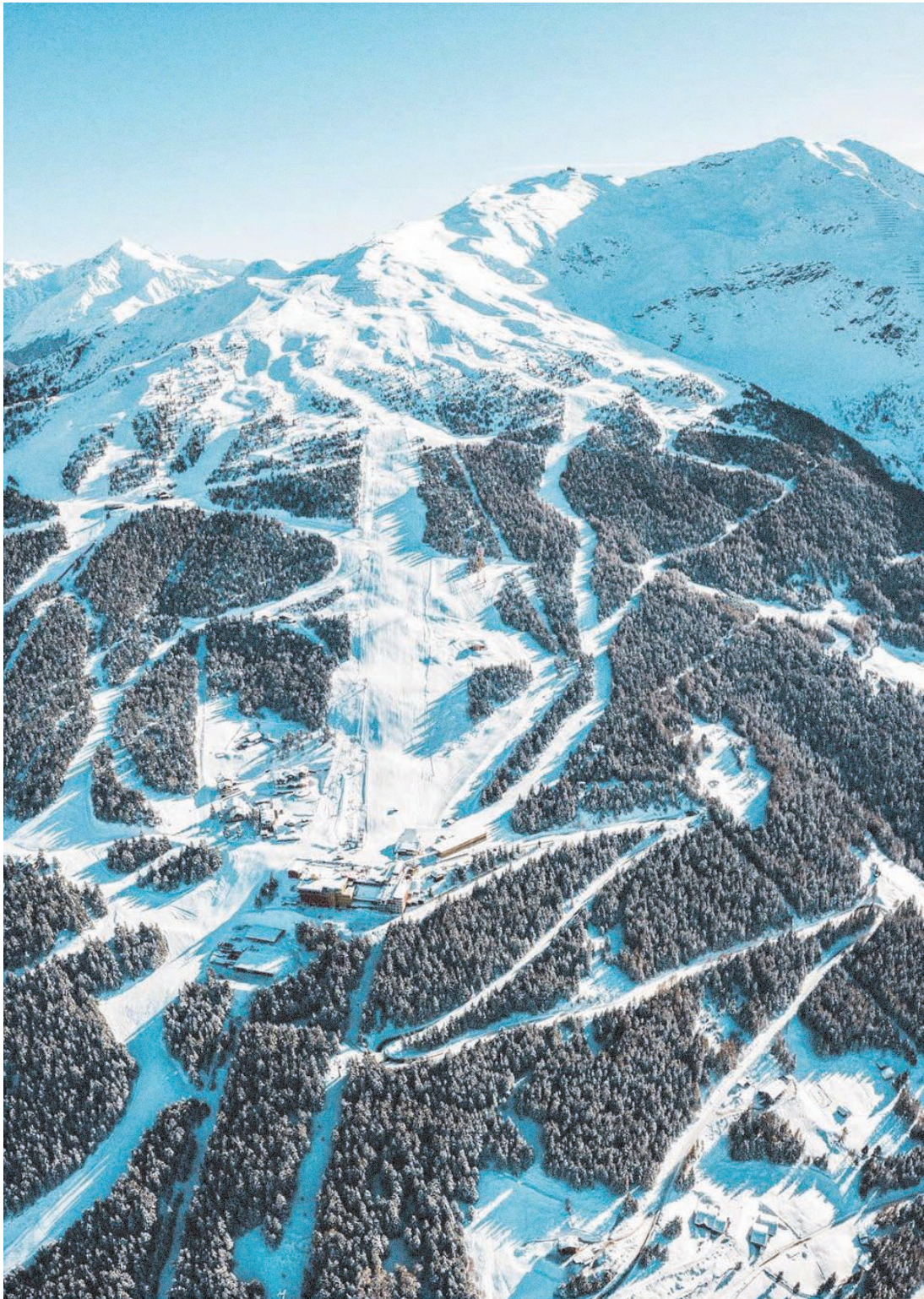
this could be something I will do during our time in Austria. And I remember actually applying on my phone and being pretty surprised that I went through to the next step.

At the beginning I didn't take it seriously. I never heard about Ridestore, not a clue what they did. At one point I was invited to the interview. I had the interview with Lukas and Max. I had it somewhere in the cafe's because we were traveling with some people that we met and I said *Ok, I have an interview but these people only know my name and my*

email. They didn't know who I am, what I did before or I didn't have to show my resume. I thought it was so weird.

Back then I was the first one for the dutch market so I had to come in to launch the market. Really by accident but I had an interview. It went pretty well and I was hired for 5h per week at the beginning. It exploded right away after the first season. So we were 70h per week in the end, instead of 5. It really took a lift. That is how I ended up in Ridestore. Through facebook, during the roadtrip, completely by accident.





And what I do now. Last season I was leader for the dutch market and this year I have been leader for southern european countries like Italian, French, Dutch and Spanish markets.

Right now I am focusing more on innovation. I am working more project based, handling projects connected to innovations in the CX department and right now it concerns recruitment programs and our onboarding. What is after that, no clue yet, but something for sure will come up, at least this is my intention.

S.M.: What is your favourite winter sport and why?

N.O.: Snowboarding! I think simply because that is what my friend did that I went with. My very first winter sport experience was actually skiing in Czech Republic when I was 15 years old. But it was only one time.

After that, I went again when I was 24, I think. My friend worked in Austria for the entire season so I just went there. I was always interested in winter sports but we never went to do winter sports with my family. And she was like *yeah, snowboarding, it is so nice*

and lalala.... and I thought Ok, If she is there for the entire season, this is my chance If I wanted to do this.

I went there for 2 weeks. Before, I was taking snowboarding lessons here in the Netherlands. I took 12 lessons so I was able to do SOMETHING when I got there. And that just stuck with me. Then I met my boyfriend and he is a snowboarder too. We keep telling each other, we wanna try skiing again, but we just really enjoy snowboarding.

I think there is this scary idea that when I will be skiing, the skies will go on top of each other and I will ruin my knees. It just freaks me out.

S.M.: How would you describe people working at Ridestore?

N.O.: The first thing which comes to my mind is passionate. I think most people that work here are passionate and not only about what they do here at Ridestore but general in life.



Most of us are really open-minded people. We like to think outside of the box and not to do things like everyone does them. If that doesn't suit you, you will not be happy here at Ridestore.

I also think we are very social animals. It is also very much needed since we work remotely, we need it a little bit harder. I cannot bump into your desk and be like *Oh, hi Sylwia! How are you? Haven't talked to you in ages.* If you want to, you can really be a hermit.

I can just not talk to anyone for an entire day or week. If I don't need to have any meeting and then probably I would



feel very alone and isolated so I think we also need it. Having this option to write someone in the morning and say *Hey, I just want to have coffee with you because I feel like,* so I think you need to be a social animal for that.

S.M.: What do you think is the greatest driving force at Ridestore?

N.O.: Not being scared to change things. I think Ridestore is a company that doesn't settle just because something is good. It really is in the vision that If we stop improving ourselves and questioning things then we will just become average.

And maybe we feel, we are the best one now, but If we don't keep evaluating and changing things, people will run up with us and in the end they will run by us. So I really think that is a very important thing.

For example, the launch of the NA market this season. The other company would have said *We are not ready yet and there are still boxes on the side and we have issues with this and that.* If we would have waited until we are all set, it probably would have taken another 2 years.

And that is something also I really like. They said *Ok, we are not 100% perfect yet, but we will do it anyway and we will manage.* That is something I really like, not being afraid to change something or being scared to do something. Having the balls to say *Ok, fuck it. We are going to do this and see. We will make it there, we will make it a success.*

S.M.: What do you value the most in Ridestore?

N.O.: My freedom. That is the main thing to me. The freedom and the trust. I think they go hand in hand.



The fact that I can plan my own time, I can plan my whole day and work from whatever I want.

Also the people I work with, they put full trust in me that I do my job. There is no one that I have to check in with at least once per week to update them about my progress and what I am working on these days. They trust me to do the job that they have given me.

It is freedom in the sense that even though it is covid, I can go whenever I want to go. But it is also freedom in a sense I can do my job how I like to do it. It is not like there are set boundaries. It is not that I have been given a project but then they were like *Yes, here is the entire list of all the things you need to keep into*

account, because we want this in there and this and this. It is not. Just figure it out, we trust you and you will discuss it with the people later on.

That is something I really like. Freedom in the job, freedom to do the job where I want to do it and people trusting me. That is the biggest thing to me.

S.M.: Any funny story, you will always remember from the meetups?

N.O.: There are so many. For me it is often the little things that I really remember. I still have this video, for example, of Maria in Saint Anton.

We were eating and she was eating goulash soup. She got goulash soup in her extension and then she went to lie in the snow to try to get that out of her hair. So it is a really funny video of Maria laying in the snow and trying to wash her hair.

I also think that the story of Emil and the bomb squats on the airport when they had to turn down half of the airport because he left his suitcase. That was the pretty epic one as well.

S.M.: Oh, I wanna hear that story!

N.O.: It was also for the Saint Anton meetup. Emil had an extra suitcase with him and forgot the suitcase

at the airport. And you know how airports don't really like suitcases without their owner. So that part of the airport was shut off.

The other people from Ridestore were arriving there later and they were like *Oh, shit, that is Emil's bag over there.* So they called him and ,you know, he is always a very joky guy but he was in the car and he was like *Everyone needs to be quiet right now.* Because he had the police on the phone. In the end it all went well. The other people got to take that suitcase and all was well. But that was a pretty cool one.

S.M.: Great story indeed! Thank you a lot for the talk!

Nynke Oud



My name is Nynke Oud. I like to describe myself as a social, fun, honest and smart person that acts a little crazy sometimes. My passion lies with snowboarding, kitesurfing, meditation and crafty things from house renovations to embroidery and gardening. I share my life with my boyfriend Rogier and my cat Nala of which I'm proud that they put up with me every day. My journey at Ridestore started in September 2018 and it has been an adventure ever since to work in the CX department.

The end

Many thanks to everyone was involved in this project. Thank you for time to talk, making corrections, sharing graphic materials and support during the entire work on the project. It was a great pleasure for me to create this piece of content for Ridestore. I hope this publication will keep small part of the history of this very special company. Ridestore showed team spirit and proved that action speak louder than words also during this time. Keep being awesome.

~ From the author

