



D. SCOTT OLIVET

Director

D. Scott Olivet is CEO of Renegade Brands, an investment company that primarily invests in apparel and other consumer companies and an operating partner at private equity firm Altamont Capital Partners. He has served as a Cedar Fair director since 2013 and is a member of both the Audit and Compensation Committees.

Scott has a deep background in formulating strategy and evaluating strategic decisions with management teams, boards and private equity firms. He has been involved as an executive or director with more than a dozen companies in the consumer sector, relying on market data to ascertain if and/or how the consumer is changing, particularly among the younger generations. He advises companies how process and cultural changes in their strategic assessments and decision making approach can expedite the progress they are seeking. Scott believes that driving growth requires very specific, targeted, and integrated efforts and that repetitive experimentation is becoming today's most effective means of learning.

From 2005 to July 2009, Scott served as CEO and director of Oakley, a manufacturer of sports performance equipment, then served as chairman of the board from July 2009 to February 2011. Prior to joining Oakley, he served as vice president of NIKE Subsidiaries and New Business Development, where he was responsible for the Hurley, Converse, Cole Haan, Bauer Hockey and Starter brands; senior vice president of Real Estate, Store Design and Construction with Gap Inc., with responsibility across the Gap, Banana Republic and Old Navy brands; and as a partner with Bain & Company, where he was also the leader of the worldwide practice in organizational effectiveness and change management.

Scott serves as executive chairman of RED Digital Cinema, an American manufacturer of digital cinematography tools, a position he has held since July 2009. He has served in various capacities with Altamont Capital portfolio companies: chairman of the board for Dakine and Mervin Manufacturing since November 2013, chairman of the board for Brixton Manufacturing since October 2014, a director of Hybrid Apparel since December 2014, and as interim CEO of Fox Head Inc. from December 2014 through March 2015 and director since December 2014. Scott also serves as chairman of FutureStitch, since July 2018, and director of Rockport Group since October 2018.

From 2011 to October 2012, he was the non-exclusive chairman of Collective Brands, a parent company that owns shoe retailers and manufacturers,

having served as a director since 2006. Scott served as a director of Skullcandy (NASDAQ: SKUL) from 2012 through 2016, serving as a member of its audit and compensation committees; chairman of the board of HUF Worldwide from 2014 through 2018; a trustee of Pomona College from 2009 through 2017; and a director of the Pacific Council on International Policy from 2010 to 2017.

For his charitable work, Scott is very involved with art-in-education organizations and was honored as recipient of the 2008 Founder's Award by Augie's Quest, a non-profit organization established for the sole purpose of curing ALS, a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord.



As a graduate research fellow at St. Antony's College, University of Oxford, Scott became infatuated with royalty during breaks from studying nuclear weapons proliferation. With the college's annual ball fast approaching, Scott boldly asked Princess Caroline of Monaco to be his date, an offer for which she politely but quickly declined. The upshot? A friend with royal connections introduced him to a Duchess, who politely accepted and became a great friend for many years.