



## Mustang Survival and Wing Group enter year with new leadership at the helm

Vancouver, BC – Outdoor industry professional Kenny Ballard has been appointed Mustang Survival's new President. Ballard takes over responsibilities from Juanita Killen, who stepped into the role of Interim President in 2023, leading the company through a challenging year of growth and evolution. Additionally, Lance Richardson, an expert in domestic manufacturing and efficiency, takes on the newly created role of VP, Manufacturing and Innovation for the Wing Group, Mustang Survival's parent company.

Ballard brings a wealth of experience from previous executive roles with renowned brands, including Osprey, SwissGear, Wenger Outdoor, Kelty, and, most recently, his own successful consulting firm. Having once worked at Mad River Canoe, Ballard returns to his roots by re-immersing himself in the water sports industry.

Andrew Branagh, CEO of the Wing Group, expresses: *"Kenny's history of exceptional leadership across a diverse spectrum of outdoor businesses uniquely qualifies him as the ideal candidate for this pivotal role at Mustang Survival. Kenny has consistently worked across the retail sector and knows how to navigate the complexities of commercial and military operations."*



Photo by Mustang Survival – Kenny Ballard

In response to his hiring, Kenny Ballard shared his excitement: *"I'm ecstatic to be working with a brand that has a heritage of innovation, saving and protecting lives and enabling everyday marine adventures."* Ballard continues: *"It brings me back to my water sports roots—some of my fondest memories and grandest adventures have been on and in the water. Sailing, paddling, and fishing: the Mustang brand DNA, product portfolio, and most importantly the global team are built around these activities, and I am excited to align business with my passions."*

Ballard will lead from the Mustang Waterlife Headquarters Vancouver, BC, which includes the local manufacturing facility. He'll be overseeing the newly moved and expanded Jacksonville Florida plant, operations in Spencer, Virginia, and the overseas office in Salisbury, UK.

Lance Richardson will have his desk next to Ballard's at the Vancouver headquarters so as not to miss a beat of the manufacturing processes. As an Arc'teryx and Herschel alumni, Richardson's supply chain and manufacturing expertise will fold seamlessly into the needs of the Wing Group. He says: *"I am excited to join the Wing Group, which,*

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*across its brands, has an incredible history and future in making purpose-built safety products for people who need and use them. It's an honour to join the team and work to enable, protect, and save lives.”*



*Photo by Mustang Survival – Lance Richardson*

*Andrew Branagh adds: “I am thrilled to have Lance join the Wing Group on the corporate level to implement iterative efficiency process to manufacturing. We are starting the year strong by adding these two experienced professionals to the workforces of Mustang Survival and the Wing Group as we’re looking ahead to continue to serve our customers and consumers better with the best products available.”*

### **About Mustang Survival**

Pioneer in the design and manufacture of lifesaving solutions since 1967. Mustang Survival is committed to the protection and enhancement of those who push themselves to extremes, whether for work, duty, or to escape the daily grind.

[www.mustangsurvival.com](http://www.mustangsurvival.com)

### **About The Wing Group**

The Wing Group and its companies (Wing Inflatables, Henshaw Inflatables, Patten Company, FabTek Industries, and Mustang Survival) deliver confidence to the world’s most demanding marine and aviation users through innovative and high-quality technical solutions – on, over and under the water. The Wing Group is the world leader in inflatable boats, life rafts, flotation, dry suits, and other tactical and survival solutions for recreational, commercial, and military customers.

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