

Bernard Capulong

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I'm a founder and product marketer with 15+ years translating complex products for diverse audiences. I built EverydayCarry.com into a product discovery and education platform reaching 380K monthly visitors and a 1M+ multi-channel audience, helping popularize everyday carry as a mainstream product category. The platform was acquired by Ridge, where I served as EVP and owned product marketing strategy across 50+ launches, including 0→1 category expansion into consumer tech.

Ridge

March 2022 – April 2025

Executive Vice President, Product Marketing

Santa Monica, CA

- Developed Single Source of Truth documentation for GTM planning by partnering with product designers, PMs, and C-suite leadership, testing prototypes hands-on, and translating specs into positioning that aligned Product, Marketing, and CX across 50+ launches.
- Supported consumer tech category expansion that grew 41% YoY to \$12M in annual revenue by developing buyer personas, positioning frameworks, and conducting customer research including a 1,500+ response survey and qualitative interviews to inform long-term strategy.
- Concepted and positioned a limited-edition collection to address portfolio gaps and expand demographic reach that generated \$375K in first 10 days and sold out across multiple restocks.
- Oversaw technical copy for GTM assets (packaging, PDP, press kits, ad campaigns) and provided product expertise to the Creative team, reducing revision cycles and preventing costly re-shoots.
- Enabled wholesale and sales teams with product positioning, competitive knowledge, and hands-on training that supported trade show selling and retail partner acquisition; program was later adopted as mandatory onboarding.
- Directed a 14-person global creative team operating EverydayCarry.com as Ridge's owned media platform, producing product tutorials, how-to videos, buyer guides, and educational content that supported product launches, including the first major tech collection launch which generated \$300K in its first 7 days.

EverydayCarry.com

December 2009 – Present

Founder (acquired by Ridge 2022; regained ownership 2025)

Remote

- Built product education platform that established category authority and drove ~\$1M in peak monthly product revenue through monetized content; grew organic traffic 295% year-over-year to 380K monthly visitors and 1M+ multi-channel audience.
- Owned end-to-end product development and launches for physical product collaborations, including design direction, community-driven feedback loops, positioning, crowdfunding strategy, and all go-to-market execution.
- Scaled operations from solo blog to distributed team producing 10,000+ pieces of content; built editorial workflows, quality systems, and monetization models across affiliate programs, sponsored content, and product collaborations.

Arc'teryx Equipment

October 2016 – October 2017

Product Specialist, Veilance

New York, NY

- Conducted customer research on retail floor to identify purchase drivers and objections, then collaborated with designers to translate technical specifications into sales narratives and customer benefits as a founding team member of the first standalone Veilance boutique (go-to-market initiative for premium sub-brand).
- Developed product knowledge training materials and sales enablement framework deployed to retail locations nationwide; created positioning guidance that improved cross-store product understanding and sales effectiveness.

Education

University of California, Irvine

B.S. Biomedical Engineering: Pre-medical

Skills

Product Marketing · Technical Product Marketing · Go-to-market Strategy · Product Positioning & Messaging · Product Launches · Educational Content Strategy · Customer Research · Buyer Personas · Sales Enablement · Competitive Analysis · Cross-functional Team Leadership · Product Documentation · Stakeholder Management · People Management