



Company Backgrounder:

Catalyst is a premium lifestyle brand that creates innovative consumer products to enable people to explore and share their world.

Founded by adventure enthusiasts Josh Wright and June Lai after they found that there was nothing that fit their needs in the market. Josh is an award-winning industrial designer who graduated from the Art Center College of Design and June is the research, development and business partner at Catalyst. Together, they designed and developed an iPhone case that would protect their products through their many outdoor and underwater adventures.

Since Catalyst's inception, the brand launched on Kickstarter in 2011 and introduced the highest performance line of everyday cases, accessories and sleeves featuring their own proprietary technology. Since then, Catalyst has continued to create technically superior, fully functional waterproof and drop proof products designed to meet or exceed military standards. Catalyst products are available in major retailers around the world including Best Buy, Target, West Marine, InMotion Entertainment, Bic Camera, Yodobashi, JB HiFi, Harvey Norman, Virgin Megastores, Media Markt, Fnac, Elkjop, and Colette.

June Lai | Co-Founder & Chief Executive Officer

June is a scientist with a BSc in Biochemistry and also a business person with a MBA, CFA, CPA and CMA with experience in finance, investment banking and multinational corporate development and strategy.

In her spare time, June loves to go on adventures. She is an avid rock climber who has climbed in 12 countries, and has a private pilot license. Catalyst combines her passion for adventure with technology that enables people to have great experiences outdoors.



Josh Wright | Co-Founder & Chief Creative Officer

Josh is an award-winning industrial designer who graduated from the Art Center College of Design, famous for producing many of the best designers in the world. He has designed products for high profile brands including Tumi, Ecko Unltd, Gravis Footwear, Sims Snowboards, Teva, Keen, Microsoft, Reef, Pacsafe, Zyliss, and the Coleman company.

Josh is equally passionate about surfing, kayaking, snowboarding, climbing, canyoning, paddle boarding, riding motorcycles, snorkelling, scuba diving, camping, snow boarding, mountain biking and trekking through jungles as he is about designing iconic products. Our products are born out of Josh's adventures where he personally puts our products to the test.

Check out his personal adventures on Instagram @rogue.lemming

Susan Schedel | Business Development (Americas)

Susan is responsible for leading business development for the Americas based from San Diego. Combining a sophisticated understanding of the global marketplace with a proven track record of leading customers to exponential sales growth, her experience ranges from start-ups to billion dollar companies. Susan is a decisive leader and mentor focused on brand expansion; go to market execution; and bottom line profit enhancement.

Susan also enjoys life to its fullest while spending time with her family and friends. Her interests include yoga, golf, and international adventures.



Aisling Gormley | Brand Manager

Aisling graduated from the University of Liverpool with a Bachelor of Arts in Psychology and moved from Ireland to work for one of the largest, global education companies in China before joining Catalyst. As Brand manager, Aisling leads the development of our brand presence, strategy, communication and customer relationships.

With a 10-year track record in strategy, operations and brand development, she has a strong background in project management with an emphasis on risk analysis and implementation. She is a passionate trail runner and beer drinker and has competed in marathons throughout Africa, Europe and Asia.