Hoby Darling

Hoby Darling has spent the last 20+ years at the forefront of business, innovation, and human performance including positions as Global General Manager at Nike, CEO of Skullcandy, SVP of Volcom, and now as Co-Founder and Partner at Liminal Collective, a leading sports and human performance organization with clients across elite military, Olympic and professional sport, operating rooms, brands, and creative arts. He is also a board member and senior advisor to some of the fastest growing sports and lifestyle brands including Momentous, FitLab, Youth Enrichment Brands (Nike Sports Camps), Pedego Bikes, and Purple Innovation. He has had multiple liquidity events from sales and IPOs including Skullcandy and Volcom and as a board member and advisor to Ragnar Relays in its sale to FitLab and PowerDot in its sale to Therabody. Hoby has degrees from UC Berkeley, Northwestern, Columbia, and Western Washington. In addition, Mr. Darling is a Certified Personal Trainer, XPT Certified Performance Breathing coach, USA Lacrosse Level 1 Certified coach, and Crossfit Level 1 Certified coach (expired). He has been featured in media ranging from The Wall Street Journal to MTV. He lives with his wife, two daughters and dog in Park City, Utah.