



## John Land Le Coq

John Land Le Coq has thirty years of experience shooting photography around the world. Specializing in on location production, he has shot on assignment in over 70 countries on six continents. From some of the largest cities to the most remote jungles, he has successfully produced images and branding consultation for some of the largest corporations, ad agencies and creative professionals, including; Federal express, United Parcel Service, DHL, Bank of America,

Apple Computer, Sun Microsystems, Microsoft, Nissan, Alamo, Levis, United Artists, Hertz, IBM, Wells Fargo, Disney, to name a few. Examples of his work can be seen at [www.lecoqphoto.com](http://www.lecoqphoto.com).

Along with his work as a photographer and branding consultant, he is the founder and CEO of Fishpond, inc., one of the world's most respected brands of fly fishing and outdoor gear. Each product is designed by Le Coq, who handles all creative design and development. Product design is an integral component to his focus and vital to the complete understanding of how photography and product design work together to create a successful brand.

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

Le Coq is also the founding partner of Case Logic, Inc, which is now owned by Thule Group Malmö, Sweden. This company was the foundation of his product design background, and this company remains today as the worlds leading brand of music, photo and storage accessory products.

One of the most important areas of focus for the Fishpond brand is to advocate for environmental policy change to ensure that we continue to have healthy habitat, clean water, and open lands for species. Fishpond is a certified B Corp. [View article February 9, 2016, \(https://outdoorindustry.org/article/this-brand-s-gift-with-purchase-conservation/#articles,video-2,sustainability\)](https://outdoorindustry.org/article/this-brand-s-gift-with-purchase-conservation/#articles,video-2,sustainability)

With his current responsibilities as the CEO of Fishpond, Le Coq is using the brand strength to help open doors into the sphere of habitat protection. He serves on the Corporate Council of the Teddy Roosevelt Conservation Partnership in Washington, and is also a founding member of a Beyond The Pond, a 501(c)(3) funding board for the National Fish Habitat Partnerships.

John attended the University of Colorado in Boulder, where he was born and raised. He currently lives on the western slope of Colorado on a working ranch nestled under the majestic Gore Range, which he shares with his two beautiful daughters.