John Rauvola Biography

John has over 30 years of experience leading top consumer product companies in the US and abroad.

Most recently, for the past 12 years, John was CEO and President of Superfeet Worldwide. During this time, Superfeet tripled its revenue and grew its market share to over 80% in the performance insole category. In 2021, the majority ownership of Superfeet was sold to Westward Partners, a Seattle based private equity company. John is still active on the Superfeet board.

Prior to Superfeet, John was President and Managing Director of Bona US for 5 years. Bona is a 100% family-owned Swedish company that is the global leader in hardwood floor protection and maintenance products. Retail distribution of Bona products was expanded into the food, drug and mass distribution channels including Home Depot, Lowes, Target, and Wal Mart.

Earlier in John’s career, he spent 15 years with K2 Corporation, the ski and snowboard company, in a variety of senior product development, marketing and sales roles.

Educationally, John has a BS degree in Business from Oregon State University and an MBA from Texas Tech University.

John and his wife Bridget live currently in Bellingham Washington with a vacation home in Hamilton Montana, where John grew up.