

Interview with Mateo Favero

Intro

Hello everyone and welcome to THE Overland Podcast

- Thank you for joining us!
- We are excited to bring to you one of our favorite faces that floods our Instagram each and every day!
- The face of Zpacks, head of Marketing and the one that gets us excited to spend money and order things we tell our wives we just HAVE TO HAVE!

Mateo, thank you for joining us!

- I see you at least 10x a day on advertisements for Zpacks, whether in a photo or video.
- Many people know you from that, in fact most do.
- I want to take this time to get to know you a little better.
- Get some insight into the outdoors, backpacking, gear through your expertise and your experience.

Personal & Career Background

- Tell us about yourself. Where are you from?
- For someone who has a completely dream career that many of us would love to have, as a kid, what did you want to be when you grew up?
- Was there a movie, show or book that had a big impact on shaping your life?
- What about a person, a hero at all?
- What is one thing about you/your life that most people don't know?
- Do you have any hidden talents?
- Any guilty pleasures?
- At any point in your life, did you ever see yourself doing what you are doing now?
- I have read and seen you are an avid backpacker...
 1. How did you develop a love for backpacking?

2. Do you have any other hobbies or interests?
- What are some of your favorite hikes you have done?
 - What is your go to trail snack?
 - If money/time was no object, where would you pack up and go right now?

Brand & Company Strategy

- What inspired you to pursue the path that you are on in life?
- Can you share a bit about your journey with Zpacks? How did this relationship come about?
- Growing up, I was always afraid of working at a place that I loved.
 1. I was afraid that if I was around it all the time, I would end up hating it.
 2. It would become work, instead of a love.
 3. Such as, I never wanted to work at Pizza Hut because I LOVED pizza. And if I asked my friends who worked there, they all would say they were around it so much, they didn't eat pizza anymore.
 4. That happened later in life when I fell in love with cooking BBQ. I got good at it. People started hiring me to cook all their Thanksgiving Turkeys and Christmas Hams. And it became work and I did not enjoy it anymore.
 5. Is it hard to work at a place, for a place, that also is one of your favorite hobbies or loves in life?
 6. Even though you are doing something you love, for a company you love, do you still feel the need to get away sometimes?
- If you weren't doing what you are doing now career wise, what would you love to try?
- There are many really great companies that make great products out there. I never want to seem as if I am degrading or putting their products down, making them sound like they are second rate.

Zpacks

- What sets Zpacks apart from other ultralight backpacking brands?
- I personally have and use Zpacks gear. Your tents are legit amazing.
 1. I use my Duplex constantly, post about it, talk about it with my buddies

2. Get tons of compliments on it.
 3. Do you consider customer feedback and input in product development and marketing strategy?
- You are a very animated guy. The antics you have are unlike any other company out there.
 1. How do you ensure authenticity, especially in an industry where trust is crucial?
 2. And where competition is fierce.

Marketing & Advertising

- How has the rise of YouTube, Instagram, and TikTok affected the success of businesses who produce backpacking gear?
- Can you talk about the power of community the backpacking world?
 1. Do you see it?
 2. Has it changed over time?

Challenges & Trends

- I saw where it was posted this year that the applications for the AT were down significantly from last year.
 1. Do you feel this was due to the flooding that happened last year?
 2. Or maybe a downward trend or lack of interest?
- Have you seen an increase or decrease in the interest of hiking and backpacking in the last few years?
 1. What do you think has influenced that?
 2. Where do you see it going in the next 5 or 10 years?
- What's the biggest challenge in marketing ultralight backpacking gear today?
- Purchasing ultralight backpacking gear is hard for me...
 1. I'm the kind of guy who wants to touch and feel things
 2. To see the size of things, or feel the weight of things.
 3. It is hard for me to buy something, that most of the time is pretty expensive me

4. Without that hands-on experience
 5. Why aren't there more outdoor stores carrying more ultralight gear?
- Have you noticed any misconceptions about ultralight gear that you constantly have to address?
 1. Such as because it is lighter, it won't last as long
 2. Will not be as durable
 - What upcoming trends do you see shaping the future of ultralight backpacking gear?

Personal Perspective & Advice

- What's your personal favorite piece of gear made by Zpacks, and why?
- In your opinion, what is the easiest way for someone to make their pack lighter?
- I recently interviewed Glen Van Peski...
 1. As many know he recently wrote a book entitled "Take less, do more"
 2. Are you of the same camp that believe making your pack lighter will help you be able to go further with less effort with more enjoyment?
- If you could go on a dream backpacking trip with any historical figure, who would it be and why?
- Do you work out/try to stay in shape so you are ready to go at any time in case something amazing comes up?
- What's on your calendar for this year?
 1. Tell me about the Highlander going on in June
 2. This looks so interesting with some big names heading there!

One last Question

- You meet people all the time whether at events or on the trail.
 1. What is one question that you wish people would ask you?

Conclusion and Wrap-Up

- Mateo, thank you for coming on sharing with us a little about yourself!

- I have thoroughly enjoyed this time and wish you all the best in 2025.
- Thank you to everyone who is listening.
 1. Thank you to our sponsors who make sure the show happens each week
 2. All everyone who supports us by listening and participating.
- I hope you all have a wonderful week
 1. Get outside...
 2. Learn something new
 3. Get involved...don't just sit back and watch others make a difference...YOU make a difference.
 4. Whether you travel by Rig or by shoe, whatever you do, look out for number one and don't step in number 2.
- Tll next week, we are OUT.