

# Jessica L. Rider

THE CEO CAMPER



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Jessica Rider overcame a car accident at the age of 16 by putting her head down and working hard to graduate college early and build a career in business operations.

After eight years of working hard and living as society tells you to live Jessica crashed again and spent a weekend in the hospital, at 28, with stroke like systems and no answers on how to fix the problems she faced.

After working for years to strip herself of societal norms of success Jessica found her peace in the outdoors but not in the "sell everything and live in the woods" way.

In 2019 Jessica launched an outdoor brand and in 2021 she released her book to help others break free of societal pressures and find their own connection to the outdoors in easy and manageable ways.

The purpose of her company, Pull Through Sites, is for everyday people to get outdoors, everyday.



For media opportunities email [jessica@jessicalrider.com](mailto:jessica@jessicalrider.com)