



# Press Release

Superior Sauna & Steam is thrilled to announce the appointment of Colin Cabalka to the newly created role of Head of Creative & Director of Marketing.

[Ashland, WI — June 25th, 2025] — Superior Sauna & Steam Welcomes [Colin Cabalka](#) as Head of Creative & Director of Marketing. This strategic hire marks a bold step forward in the company's mission to design and deliver "Quality Saunas for Everyone," with brand storytelling and creative leadership playing a key role in shaping this pivotal next chapter.

In this role, Colin will lead the creative and strategic direction of the Superior Sauna brand across all platforms, bringing with him a distinct vision rooted in artistry, storytelling, and a deep personal passion for sauna culture as a practice and design form. Working under the direction and partnership of [Shaelyn Crutchley](#), President & Chief Marketing Officer, the duo brings an aligned vision to amplify the brand's presence in both consumer and commercial markets, with creativity, authenticity, and wellness at the center.

Colin's joy and optimism for this new chapter is felt across the team, as he shared,



"Superior delivers world-class sauna products, expert guidance, and a welcoming, family-like warmth in a beautiful way that is knitting together the fabric of the sauna industry at large. Experiencing the team's dynamic energy at Sauna Days in Minnesota was inspiring, and I'm honored that this relationship has grown into a true partnership. I believe our next step is to amplify our storytelling to capture the heart of how we're impacting the sauna industry."

Colin Cabalka featured in the Löyly Lounge, Superior Saunas first modular unit, at The Yard Sauna Hub in Minneapolis, MN. Photo by Aly Kat.

Colin's unique marketing background spans advertising, commercial film and video, social, branded content, and experience strategy for leading wellness and lifestyle brands. As the multi-hyphenate creative director & business owner of Dwightly Agency, People of Story, and Wasioja Wood, Colin has built a reputation for crafting emotionally resonant visuals and immersive narratives. His past work includes partnerships with brands such as Nike, Hyatt, and Postmates - blending visual craft with strategic depth to build meaningful audience connection.

[Shaelyn Crutchley](#), who joined Superior Sauna in 2023 and has since led the brand's repositioning efforts, shared:

"Colin brings a rare combination of artistic excellence and strategic insight. His passion for sauna as a daily ritual and his eye for elevated design are exactly what we need to share the soul of Superior Sauna — not just as a product company, but as a movement for better living. I couldn't be more excited to co-lead this next chapter with him."

Together, Colin and Shaelyn will spearhead a full creative refresh of the brand — from digital storytelling and social media to trade communications and experiential programming. Further expansion plans include strengthening relationships with builders, businesses, and sauna enthusiasts:

"Colin is one in a million with a unique ability to connect people and brands through stories. There is beauty and intention in everything he touches and I'm confident the magic he brings will go hand in hand with the Superior experience."

Lauren Foster, Head of Experience at Plunj

"Colin is one of the new voices in sauna and thermic bathing that should be listened to. His background in storytelling shines through just as much as his passion for the experiences. Our team at Cedar & Stone is excited to work with him and the team at Superior even more in the years ahead."

Justin Juntunen, Founder of Cedar & Stone Nordic Sauna

Colin joins Superior Sauna during a time of dynamic transformation under the ownership of [David Dragseth](#).

[David Dragseth](#), who purchased the company in 2022 with a vision to expand access to authentic sauna experiences across North America. Under David's leadership, the company has been investing in growth, design innovation, and customer connection — all grounded in its core belief that sauna is for everyone. This appointment reflects Superior Sauna & Steam's continued investment in building a category-leading creative and marketing team - one that reflects the care, quality, and community at the heart of its mission.

#### About Superior Sauna & Steam

Superior Sauna & Steam designs and delivers handcrafted sauna experiences while celebrating global sauna traditions and American craftsmanship.

As an antidote to the pace of modern culture, Superior provides experiential sauna hubs throughout the Minneapolis Metro area, hosting events, workshops and community activations.

Headquartered in Ashland, Wisconsin, the company excels at top quality manufacturing, warehousing and distribution of a full range of sauna kits, heaters, and accessories — serving homeowners, sauna builders, and commercial clients across North America.

With a deep belief in the power of heat, nature, and ritual, Superior Sauna is on a mission to bring the joy of sauna to everyone.

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