



FOR IMMEDIATE RELEASE

Striker Brands Promotes Jennifer Jacobson to VP Operations and Hires More Key Personnel

Hudson, WI – June 2018 – Striker Brands LLC, a maker of premium fishing apparel announces the promotion of Jennifer Jacobson to Vice President of Operations. After serving as Director, Sales & Marketing for three years Jennifer now has full responsibility of all Company operations including product development and production, sales and marketing, warehouse operations and systems integration. Jim Poucher, Owner and President of Striker Brands LLC states, “Jennifer has certainly earned this promotion and she has demonstrated that she has the technical and management proficiency to take on this key role in the Company.”

Jennifer comes to the Striker Brands management team after 22 years in the Powersports industry. Jennifer has held varying roles in apparel companies throughout her background including North American Sales Rep, Sr Product Developer to Vice President of Operations. Jennifer has experience in building small business infrastructure, overseas production, import logistics, project management, production forecasting, leading international and domestic sales teams, and brand marketing.

Striker also announces the hiring of Barry Chavarria in Product Development. Prior to Striker, Barry held Product Development Manager roles at two different companies and has 9 years’ experience in product design and development, global sourcing, brand development, project management and extensive product line management. Barry spent 7.5 years with The Allen Company where he managed and grew four key product categories from \$18M to \$24M in annual sales. Most recently, he was with Gander Outdoors (formerly Gander Mountain) where he developed and created several new owned-brands.

Mat Zniewski is hired as Marketing Coordinator. Mat is a recent college graduate from the Carlson School of Management at the University of Minnesota with degrees in both Marketing and Entrepreneurial Management. Mat’s role as Marketing Coordinator will involve brand promotion and sales programs, social media campaigns, advertising interface, product development, display merchandising support and a myriad of sales and marketing support activities.