

Bob Hunter

Little Falls, MN
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Accomplished Executive Leader

- Results-driven, motivated business leader and strategist with extensive experience building operations, motivating teams, and driving substantial gains across all performance metrics. Offers exceptional management skills, leading teams, processes, and initiatives in the achievement of revenue, operational and fiscal goals, with expertise in all areas of operations.
- Applies strong attention to detail and exceptional business skills to consistently meet and exceed performance targets, with a history of driving growth in complex environments with multiple stakeholder relationships. Areas of expertise include strategic planning, P&L management, team leadership, and inventory management.
- Serves as an integral contributor to growth, establishing clear goals and expectations while providing the necessary guidance and support to overcome challenges and remove roadblocks to success.
- Served on the Boards of Directors of the National Association of Sporting Goods Wholesalers, as well as the American Sportfishing Association. Former President of the Board of Directors of Big Rock Sports Conservation Foundation.

AREAS OF EXPERTISE

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|---------------------------|-------------------------|-------------------------------|
| ▪ Executive Leadership | ▪ Negotiations | ▪ Strategic Planning |
| ▪ Recruiting and Hiring | ▪ Team Leadership | ▪ P&L Management |
| ▪ Performance Improvement | ▪ Wholesale Models | ▪ Strategic Partnerships |
| ▪ Revenue Growth | ▪ Merchandising | ▪ Sales & Operations Planning |
| ▪ E-Commerce | ▪ Fortune 50 Experience | ▪ Inventory Management |

PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF DEMAND AND INVENTORY PLANNING – UNITED STATES AND CANADA, FOLLOWING PROMOTIONS

– BIG ROCK SPORTS, NORTH CAROLINA / MINNESOTA (2019 – 2022)

A demonstrated record of success and achievement at this wholesale distributor that serves over 15,000 fishing, shooting, camping, taxidermy and marine retailers nationwide, marked by a series of promotions to positions of increased influence, authority, and accountability.

Led vision, strategy, and execution for all facets of demand and inventory planning throughout North America. Directed inventory management and replenishment across eight distribution centers in the United States and Canada supporting more than \$750M in annual revenue from retail and e-Commerce channels.

- *Outstanding results, skyrocketing the portfolio of owned brands by over 200% by leading the acquisition and integration of a major competitor.*
- *Successfully navigated a team of 17 demand planners through supply chain issues associated with the COVID pandemic, achieving two of the best years in the history of the company.*

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VICE PRESIDENT OF MERCHANDISING – FISH / CAMP / MARINE & SHOOTING SPORTS DIVISIONS

– BIG ROCK SPORTS, NORTH CAROLINA

(2016 – 2019)

Fulfilled a critical role overseeing merchandising across two divisions, with full P&L accountability. Partnered with sales managers to formulate annual revenue and COGS budgets.

- *Effectively managed 10 direct reports and two division merchandise managers responsible for over 150,000 SKUs across three distribution centers in the United States.*
- *Served as the architect of a line review process that increased turns and improved working capital.*
- *Re-engineered marketing programs to bolster impact and add value.*
- *Developed assortments and organized promotions for products sold through the company's CalcuttaOutdoors.com E-Commerce site.*
- *Maintained the authority to negotiate volume rebates with vendors, Co-Op programs, allowances for defects, vendor concessions, and extended dating terms, contributing to significant growth in profit margin.*

VICE PRESIDENT OF MERCHANDISING – FISH / CAMP / MARINE DIVISION

– BIG ROCK SPORTS, NORTH CAROLINA

(2013 – 2016)

Responsible for relationships with five merchants while directing merchandising for over 100,000 SKUs in three distribution centers. Led efforts to source new product categories with accretive margins, including traveling to China to meet with potential manufacturing partners. Successfully maximized co-op and volume rebates.

- *Appointed to lead CEO-appointed teams formed to address and resolve complex business issues and opportunities.*

CATEGORY MANAGER – FISH / CAMP / MARINE DIVISION

– BIG ROCK SPORTS, NORTH CAROLINA / MINNESOTA

(2008 – 2013)

Advanced from an initial role as a Merchant to Category Manager, with oversight of a team of three merchants sustaining over \$90M in annual revenue. Joined the Marketing team to build and optimize annual advertising strategies. Establishing pricing for trade shows and daily sales to end-user consumers.

EARLY CAREER

Merchant, Big Rock Sports, MN

EDUCATION & CREDENTIALS

Master of Business Administration - East Carolina University

Bachelor of Science Degree in Marketing - St. Cloud State University GR Herberger College of Business

Graduate Certificate in Marketing - East Carolina University