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Foundation Outdoor Group Announces New Leadership Role

Hunter McKamey Promoted to Vice President as Company Continues to Focus on Growth

Oviedo, FL, February 20, 2024 – Foundation Outdoor Group, the world’s largest supplier of rod building components, supplies, equipment, and instruction, proudly announced the promotion of Hunter McKamey to Vice President, reporting directly to President and COO Brook Oliva. In his new role, Mr. McKamey will serve as the primary contact for day-to-day operations and will focus on aligning processes and business practices with Foundation’s aggressive growth strategies in the United States, Europe, and Asia.

"This is a great opportunity for Hunter and for Foundation Outdoor Group," said Brook Oliva, President and COO at Foundation Outdoor Group. "Hunter has a wealth of experience in angling and in the fishing rod business. He has a keen sense for our business and for our customers, and I am confident that he will thrive in this new leadership position."

Hunter McKamey grew up in the custom tackle industry, working for his father’s rod building business in Tennessee. He joined American Tackle when he began his college career at the University of Central Florida, where he was a champion angler, winning the Carhartt Bassmaster College Series Southern Regional in 2014. In 2016, McKamey took his experience to Mud Hole Custom Tackle, which grew into his most recent position as Director of the Product Development & Purchasing Department at Foundation Outdoor Group. Mr. McKamey will debut in his new role at China Fish 2024 this week in Beijing, where Foundation Outdoor Group is meeting with other industry leaders, rod designers, clients, distributors, and manufacturers.

"I’m excited to accept this new challenge and help take Foundation Outdoor Group to new heights," said McKamey. "We have an amazing team and we have already been working on a number of key initiatives to expand our presence across the globe and to improve our day-to-day business operations as well."

With Foundation Outdoor Group’s acquisition of American Tackle and Mud Hole Custom Tackle last August, and the purchase of a new European headquarters in Halmstad, Sweden in October, the company continues to streamline its backend processes, marketing initiatives, and sales programs. The elevation of Hunter McKamey to Vice President is yet another strategic move to solidify Foundation’s leadership position within the fishing tackle and outdoors industry.

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About Foundation Outdoor Group, Inc.

Foundation Outdoor Group, Inc, stands at the forefront of the fishing industry as the undisputed global leader in fishing rod and tackle crafting components, supplies, equipment, and instruction. With 15 international industry awards, and an extraordinary and diverse portfolio of renowned brands, including Mud Hole Custom Tackle, American Tackle, MHX, Custom Rod Builder (CRB), ProProducts, ThreadMaster, and FishHawk, Foundation Outdoor Group has established its presence on three continents, offering exceptional products and services to anglers in both direct-to-consumer and business-to-business markets worldwide. Foundation Outdoor Group's unwavering commitment to innovation, craftsmanship, and customer satisfaction has revolutionized the fishing experience, catering to enthusiasts of all skill levels, from beginners to seasoned pros.