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## **Foundation Outdoor Group Adds Industry Veteran to European Roster**

*Martin Bergman to Lead Northern Europe Sales, Distribution, and Development*

**Oviedo, FL, April 22, 2024** – With the establishment of its sales and distribution center in Halmstad, Sweden, marking its permanent presence in Europe, Foundation Outdoor Group proudly welcomes industry veteran Martin Bergman to its team of seasoned sales and business solutions experts. As Foundation’s Northern Europe Sales Executive, Mr. Bergman’s primary role will be the growth of sales and distribution efforts across Scandinavia, Germany, Poland, Austria, the United Kingdom, and beyond.

"Not only does Martin have a deep passion for fish, fishing, and fishing tackle products," said Gary Benney, Vice President of Operations for Foundation Outdoor Group, Europe, "he excels in product design and business development, which are integral to Foundation’s strategy to reach and support the OEM outdoor industry across Europe."

Martin, his wife, and daughter already reside in Sweden, where he will operate out of the recently established Halmstad headquarters. Mr. Bergman began his fishing industry career during school and has gained 15 years of professional experience in the angling trade since. An avid angler in both fresh and saltwater fisheries, Martin has competed at the tournament level, including in the Swedish Sportfishing Masters.

"Martin brings a tremendous level of experience and professionalism to our European expansion plans" said Brook Oliva, Foundation’s President and COO. "Adding key personnel that can support our customers and drive growth with manufacturers and OEMs is vital to our development strategy. We’re excited to have someone of Martin’s caliber join the Foundation Team."

With offices in Oviedo, Florida, Weihai, China, and Halmstad, Sweden, Foundation Outdoor Group is well positioned to serve the outdoor industry across the globe. Whether major, international fishing rod manufacturers, regional OEM rod designers, or local tackle providers looking to develop professional fishing rod lines, Foundation has the right team in place to help businesses grow and meet customer demand. For more information regarding Foundation Outdoor Group’s sales and distribution efforts initiatives in Europe, contact [gbenney@fogeurope.com](mailto:gbenney@fogeurope.com).

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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.