



Candidate Brief

Vice President Sourcing

The Great American Outdoors Group





CONTENTS

Contact Information	2
The Great American Outdoors Group	3
Our Founder, Johnny Morris	4
Our Five Pillars	5
Commitment to Military	12
A Dynamic, Rewarding Workplace	13
An Exciting Time Full of Opportunity	14
Join the Greatest Team Ever in the Great Outdoors	15
Privacy & Diversity	18
Candidate Charter	19

CONTACT INFORMATION



Catherine Bass Black | Partner, Industrial & Consumer

Catherine.black@odgersberndtson.com

+1 864.680.7250



Alex Watkins | Engagement Manager

[.alex.watkins@odgersberndtson.com](mailto:alex.watkins@odgersberndtson.com)

+1 (847) 651-8116



Nancy Scarlata | Project Coordinator

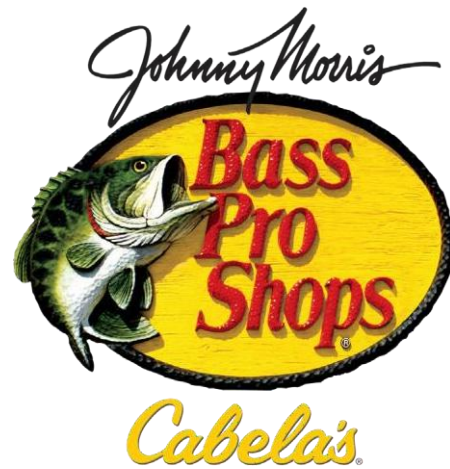
[.Nancy.Scarlata@odgersberndtson.com](mailto:Nancy.Scarlata@odgersberndtson.com)

+1 617.877.9237



The Great American Outdoors Group: North America's premier outdoor and conservation company

Since opening its first location in Springfield, Missouri in 1972, Johnny Morris and Bass Pro Shops have revolutionized the outdoor industry and transformed the conservation landscape across North America. Supported by a customer network of over 200 million sportsmen and women, the commitment to value, selection, customer service and conservation is the lifeblood that connects every aspect of the Bass Pro Shops family of outdoor companies — a network that spans retail, hospitality, boating, manufacturing, outdoor recreation and conservation.



What began from Johnny opening a tackle shop of just 8 feet of shelf space in his dad's liquor store, has grown into 40,000+ passionate team members that are today recognized as the "World's Foremost Outfitters." This Greatest Team Ever in the Great Outdoors not only supports the Bass Pro Shops family of outdoor companies, but has been helping hunters, anglers and families make memories for more than 50 years. Bass Pro Shops is very proud of our incredible team of Outfitters and is looking for talented, like-minded and passionate individuals to join us in fulfilling our mission to help everyone enjoy, love and conserve the great outdoors.

Our commitment is rooted in a passion for the outdoors and compassion for each other, with a culture that values growth, opportunity and teamwork. We begin each day with an unceasing dedication to making outdoor experiences possible for people of all ages, on the water and in the woods, all across North America.



Our Founder, Johnny Morris

Proud son of the Missouri Ozarks, Johnny Morris is a lifelong sportsman born to a family of outdoorsmen and women. A pioneer of business and conservation, Morris is widely credited with inventing the concept of destination retail. He is sometimes referred to as the “Walt Disney of the Outdoors” and by those in conservation circles, as a modern-day Theodore Roosevelt.

Morris’ innovations in the outdoor space are too numerous to list here in their entirety. They include operating the world’s largest mail order fishing and hunting catalog business, revolutionizing the boating and outdoor retail industries, and redefining the concept of nature-based hospitality.

Morris has been named to delegations by three sitting U.S. presidents. He has chaired national panels that paved the way for some of the most significant federal conservation legislation of the past 50 years. Johnny’s conservation leadership has been recognized through a special presentation of the Theodore Roosevelt Conservation Medal at the White House in 1990 and through honors bestowed by many of the most influential conservation organizations in North America. The impact of his contributions to conservation across North America benefit millions of people today and will continue to do so for generations to come.



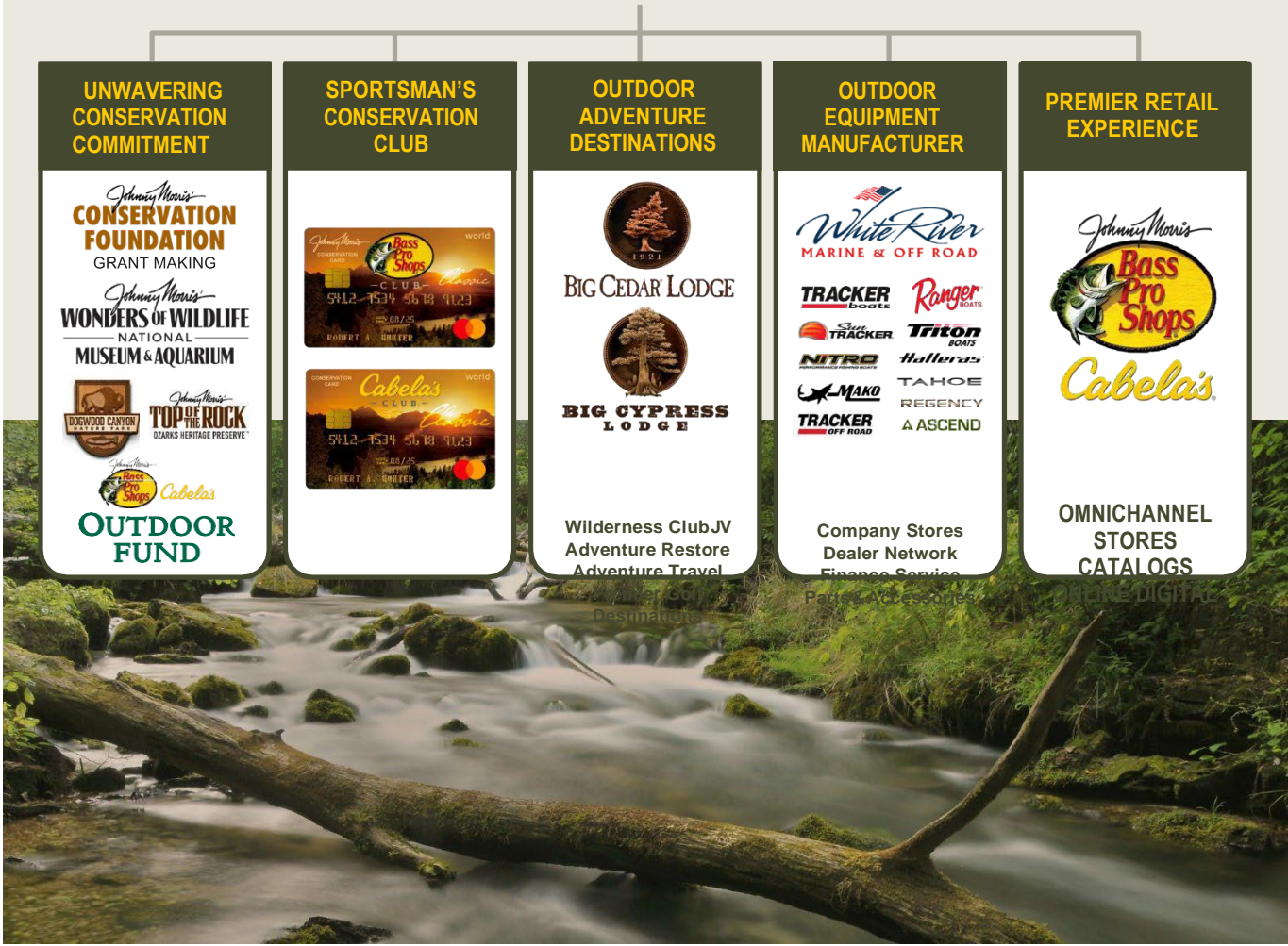
Johnny receives the Audubon Medal, one of conservation’s highest honors



Johnny Morris Great Outdoors Group

**Five Segments Serving One Passion
the Great Outdoors**

Key Pillars of our Diversified Outdoor Company





Key Pillars:

Unwavering Commitment to Conservation

Transforming the Conservation Landscape

Inspiring everyone to enjoy, love and conserve the great outdoors



Introducing new audiences to the outdoors



Protecting and restoring millions of acres of habitat



Advocating for our outdoor heritage and sportsmen's rights

The passion for conservation—and making the outdoors accessible to all people— has been a cornerstone of Bass Pro Shops since its first days in business. Bass Pro Shops' approach to conservation involves three pillars: connecting new audiences to the outdoors, conserving wildlife and habitats and advocating for sportsmen's rights.

With the support of the 200 million sportsmen and women we proudly serve, Johnny and Bass Pro Shops lead North America's largest conservation movement. Each year this movement conserves millions of acres across

North America while introducing tens of thousands of kids and families to the outdoors.

Bass Pro Shops is the largest lifetime industry donor to such leading national conservation organizations as Ducks Unlimited, the International Game Fish Association, the National Wild Turkey Federation, the Congressional Sportsmen's Foundation and others. Morris and Bass Pro Shops have been presented with the highest honors from such groups as the Rocky Mountain Elk Foundation, the National Wildlife Federation, the National Audubon Society and many others.



Key Pillars:

Sportsman's Conservation CLUB

The Outdoor Industry's Premier Loyalty Program

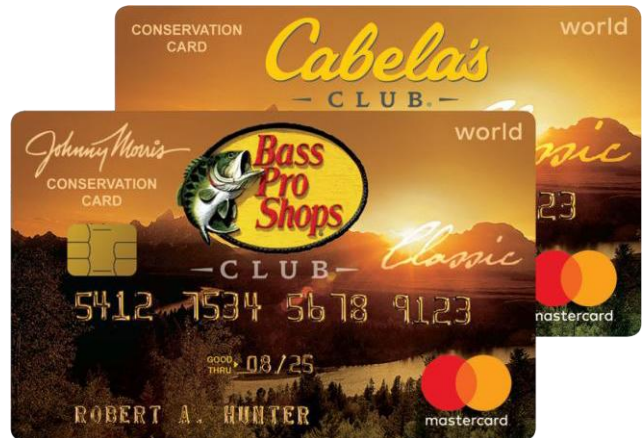


placement on cars in nationally televised NASCAR races and advertising campaigns that span television, digital and print media.

Partnerships with leading outdoor and racing personalities and marketing activations at fishing, hunting and conservation events across North America connect potential new CLUB Members with the benefits of the best loyalty program in the industry. All of this marketing and sponsorship investment is supported by dedicated CLUB sales teams at every Bass Pro Shops and Cabela's location in North America.

The Bass Pro Shops & Cabela's CLUB is the outdoor industry's premier loyalty program. Recognizing the company's most loyal customers, benefits available to CLUB Members include extra savings on gear with exclusive discounts, the ability to redeem points for free gear, and exclusive access to unique events – both in-store and at some of the top hunting and fishing destinations around the world. CLUB Members play a key role in supporting Bass Pro Shops' conservation mission.

The Bass Pro Shops CLUB benefits from a broad suite of marketing investments and partnerships to raise its profile. These include





Key Pillars:

Outdoor Adventure Destinations

Johnny Morris Nature Resorts



Big Cedar Lodge

Big Cedar Lodge is America's Premier Wilderness Resort, a remote haven of natural beauty spread out over 4,600 acres where rustic luxury is tucked into the rugged landscape of the Missouri Ozark Mountains, overlooking Table Rock Lake. Inspired by a commitment to conservation, Johnny Morris created Big Cedar Lodge as a destination for families and friends to connect in the great outdoors. It offers inviting accommodations, spectacular restaurants, two full-service marinas, a breathtaking spa, unparalleled fishing and countless outdoor adventures.



Big Cedar Golf

Big Cedar Lodge includes five world-class golf courses, showcasing the beauty of the Missouri Ozarks and connecting people to nature. These courses are designed by some of the biggest names in the history of the game – Tiger Woods, Jack Nicklaus, Tom Watson, Gary Player, Tom Fazio, Bill Coore and Ben Crenshaw – and have been internationally acclaimed and recognized around the world as America's Next Great Golf Destination.



In addition to Big Cedar Lodge, the Great American Outdoors Group operates the Big Cypress Lodge in the Memphis Pyramid, a series of conservation attractions in the Missouri Ozarks, and a variety of other nature-based activities and venues across the United States



Key Pillars:

Outdoor Equipment Manufacturer America's Favorite Boat Brands



When Johnny Morris launched the BASS TRACKER in 1978, it not only revolutionized the boating industry but would become America's bestselling bass boat for 45 years running.

It also laid the foundation for what would grow into the White River Marine Group—the world's largest boating manufacturer by volume. With a lineup that includes TRACKER, Ranger, Nitro, Mako, Regency, Hatteras, Triton, Sun Tracker, Tahoe, Ascend and TRACKER OFF ROAD, the White River Marine Group is home to America's favorite boat brands. The White River Marine Group is supported by the Great American Outdoors Group's retail boating centers across the United States and Canada and an international network of independent dealers that spans 29 nations and six continents.





Key Pillars:

Premier Retail Experience

Industry-Leading Retail Destinations across North America

Visit any Bass Pro Shops or Cabela's location, and you'll immediately know it's a place unlike any other. It's so much more than a store – it's an immersive, interactive experience tailored to each region's unique natural landscape and habitat.

Bass Pro Shops' dedication to offering the widest selection of quality products at the best prices and to providing genuine, friendly expert service lie at the foundation of the company's culture. With every visit, our customers are invited to step inside the great outdoors as they marvel at our giant aquariums teeming with native fish or experience one of our free, signature events and experiences.

Anchored by our flagship retail locations at Bass Pro Shops National Headquarters in Springfield, Mo., and Bass Pro Shops at the Pyramid and Big Cypress Lodge in Memphis, Tenn., we have 170 retail locations throughout the United States and Canada. Our stores are supported by a network of Midwest-based call centers and distribution centers that span the United States.

Bass Pro Shops and Cabela's welcome more than **200 million annual visitors each year**, more than Disney, Major League Baseball and NCAA Basketball.



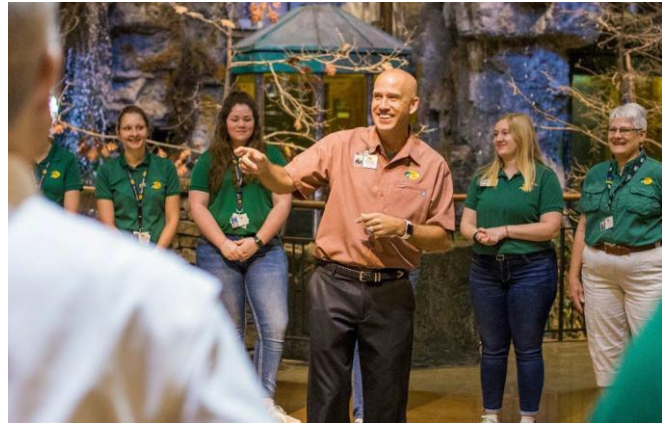


Key Pillars:

Investing in Outfitters

Bass Pro Shops is dedicated to supporting our extended family of Outfitters with comprehensive healthcare resources, perks and discounts. In the past few months alone, we've made several bold investments in our Outfitters to help us continue to grow into the future, including:

- Increasing the minimum pay wage at all Bass Pro Shops and Cabela's retail locations.
- Awarding raises to all hourly retail Outfitters.
- Opening a new state-of-the-art Outfitter Family Health Center adjacent to the company's national headquarters to best serve the health and wellness needs of our Outfitters and their families.



Increasing Outfitters' exclusive discounts to 50 percent off Bass Pro Shops and Cabela's brands.



Awarding 100,550 \$50 Bass Pro Shops 'thank you' gift cards companywide.





Commitment to Military

Bass Pro Shops has a strong affinity for the armed forces and their families, a value that starts with our visionary founder Johnny Morris. There is no adequate way to properly thank our military and veterans, but we strive to honor their sacrifices and celebrate their heroism every day. Bass Pro Shops has a longstanding commitment to hiring veterans, and nearly 10 percent of our team members are veterans.

Johnny Morris and Bass Pro Shops is partnering with Helping a Hero to award specially adapted homes to American heroes wounded in service to their country. Bass Pro Shops pledged to donate 10 homes and cover 25 percent of the funding for an additional 100 donated homes, encouraging Americans to get involved in Helping a Hero's Wounded Hero Home Program. Last October, Johnny Morris received the highest civilian honor from the U.S. Army, the National Service Award from the Association of the United States Army, in recognition of exemplary service and demonstrated enduring support to the American Soldier and the United States Army community.



Honoring heroes from the War on Terror at Patriots Park at the College of the Ozarks campus in Hollister, Missouri



Providing rods and reels to veterans at Casting with Patriots, a veterans fishing event on the Texas gulf coast



Johnny Morris surprises wounded veterans with 10 specially-adapted homes through Helping a Hero

Scan here to watch:





A Dynamic, Rewarding Workplace

The Great American Outdoors Group is powered by a driven, passionate team. The company’s areas of operation span a variety of segments with its team of extraordinary Outfitters possessing a diversity of skillsets.

Across this diversity of operations and background, a culture of passion and commitment informs every aspect of the company. In its treatment of customers and the Outfitters who serve them, the Great American Outdoors Group has been widely acclaimed and recognized.

In 2021, Reputation.com ranked Bass Pro Shops “America’s Most Reputable Retailer.”

In 2021, 2022 and 2023, Forbes named Bass Pro Shops as one of “America’s Best Employers.” Newsweek ranked Bass Pro Shops as among America’s top outdoor retailers in its “Best in Customer Service” awards.





An Exciting Time Full of Opportunity

Marked by investment in our brands, our people and in diverse, high-profile multimedia advertising campaigns, this is an exciting time for the Great American Outdoors Group. From ads in the [Super Bowl](#), space on company-branded cars in nationally televised NASCAR races, billions of impressions across digital and social media, and print pieces appearing in magazines and newspapers across the country, Bass Pro Shops is everywhere.



Austin Dillon revs up the crowd and performs donuts outside of the Granddaddy Bass Pro Shops at the World's Fishing Fair in 2022



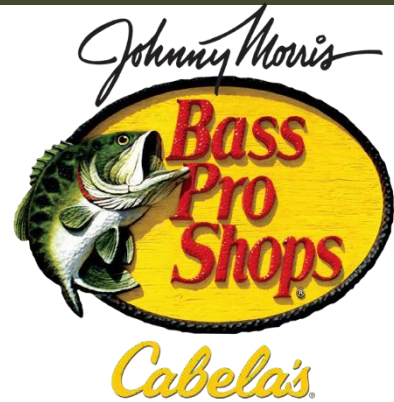
Not only is the Great American Outdoors Group investing in the physical expansion of its industry-defining network of destination retail stores (we are opening six new locations in 2023 in such places as Texas, California, New York and Ohio), but we are investing to raise the profile of our suite of industry-defining proprietary brands and companies in the outdoor recreation, boating, apparel, hunting and fishing markets. We also are investing in our world-renowned team of Outfitters — raising the minimum wage in our retail locations and delivering competitive compensation across all levels of our company.



Johnny Morris, golf legend Gary Player and actor Mark Wahlberg at Bass Pro Shops Legends of Golf at Big Cedar Lodge



Join the Greatest Team Ever in the Great Outdoors



For many of our incredible Outfitters, a position with Great American Outdoors Group marks the confluence of a passion for the great outdoors and a rewarding, opportunity-fueled career. In the words of Johnny Morris, "Find something you enjoy and figure out how to make a living doing it."

Inspiring all people to enjoy, love and conserve the Great Outdoors.

The Opportunity

**Vice President Sourcing,
Softlines**

Location: Springfield, MO

Vice President of Sourcing to lead the development and execution of global sourcing strategies for our proprietary brands and exclusive apparel and footwear lines. This newly created, high-impact role offers a unique opportunity to build a sourcing and development function from the ground up, supporting the company's vision for brand growth and product innovation.

Reporting to the SVP of Product Development and Sourcing, the VP will be responsible for overseeing the sourcing, production, and vendor management processes to ensure high-quality products, competitive pricing, and on-time delivery. This leader will play a key role in shaping Bass Pro's sourcing capabilities across, driving innovation, sustainability, and operational excellence within a fast-paced, entrepreneurial environment.

In addition to developing global sourcing strategies, this leader will be charged with building and leading a high-performing team, cultivating vendor relationships,

and accelerating speed to market for new and innovative products. With a focus on product development as a key value driver, this role will require strong strategic vision, a hands-on leadership style, and the ability to make smart technical and financial trade-offs to deliver business results.

Position Overview

As the foremost outdoor recreation retailer in North America, Bass Pro Shops and Cabela's has built a legacy of delivering exceptional customer experiences, iconic proprietary brands, and a trusted team of passionate outdoor experts. The Vice President of Sourcing will be a pivotal leader in advancing this legacy, helping shape the next chapter of growth through innovation, operational excellence, and purpose-driven leadership.

This executive will build upon 50 years of success by establishing a modern, agile, and strategic sourcing and product development function. As a positive change agent, they will drive cross-functional collaboration, accelerate go-to-market speed, and ensure the company remains trend-forward and customer-focused in an increasingly competitive and dynamic retail landscape.

Responsibilities

The Vice President of Sourcing will lead all activities, including but not limited to:

- Develop and implement a comprehensive global sourcing strategy that aligns with company objectives and brand positioning.
- Lead and manage the soft lines (primarily apparel and footwear) sourcing team, ensuring collaboration with design, merchandising, and production teams to achieve business goals.
- Build and maintain strong relationships with key vendors, manufacturers, and strategic partners to ensure quality, cost efficiency, and speed-to-market.
- Establish a clear vendor strategy, including performance metrics, diversification, and long-term value creation.
- Identify and assess new sourcing opportunities, including emerging markets and supplier diversification.
- Oversee negotiation of vendor contracts, pricing agreements, and supply terms to optimize cost, quality, and delivery performance.
- Ensure compliance with all ethical sourcing, sustainability, and regulatory requirements.
- Drive continuous improvement initiatives in sourcing, production processes, and supply chain efficiencies.
- Monitor industry trends, competitor strategies, and technological advancements to keep Bass Pro Shops/ Cabela's at the forefront of innovation.
- Collaborate with internal stakeholders to align sourcing strategies with brand growth, inventory planning, and financial objectives.
- Lead risk management initiatives, including supplier performance evaluation and contingency planning.
- Lead the end-to-end product development lifecycle, ensuring innovation and market relevance.
- Partner closely with brand and design teams to translate vision into viable, on- trend products.
- Balance creative, technical, and financial priorities to deliver products that meet performance, design, and margin expectations.
- Build and manage a robust product pipeline to drive brand and category growth.
- Build and scale a high-performing sourcing and development team from scratch.
- Define the structure, roles, tools, and processes needed for long-term success.
- Foster a collaborative and entrepreneurial team culture focused on speed, innovation, and accountability.
- Develop and implement a comprehensive global sourcing strategy that aligns with company objectives and brand positioning

The Candidate

The ideal candidate is a results-driven, customer-focused leader who is passionate about bringing the mission and experience of Bass Pro Shops to life through outstanding products. They will thrive in a fast-moving, dynamic culture, bringing strong global sourcing expertise, a solution-oriented mindset, and a collaborative approach to working with product development, supply chain, merchandising, and innovation teams.

Ideal Experience, Knowledge, and Skills

- 15+ years of progressive experience in apparel sourcing, with at least 5 years in a senior leadership role.
- Bachelor's degree in supply chain management, Business, Apparel/Textile Management, or a related field.
- Deep knowledge of global sourcing markets, supply chain best practices, and vendor negotiations.
- Proven track record of successfully managing sourcing strategies for large-scale apparel brands or retailers with a network of vendor /supplier relationships
- Track record of launching brands and scaling sourcing functions in a fast-paced retail or consumer products environment.
- Strong leadership, communication, and cross-functional collaboration skills.
- Experience in sustainability initiatives and responsible sourcing practices.
- The ability to thrive in a fast-paced, results-driven environment.
- Willingness to travel internationally as needed.

- Strategic thinker with hands-on operational experience.
- Entrepreneurial mindset with the ability to build from scratch.
- Excellent organizational skills and ability to handle and operate in ambiguity.
- A passion for customer satisfaction and success with a collaborative approach to leadership
- Passion for the outdoors and familiarity with the Bass Pro Shops and Cabela's customer base.

Required Education

Bachelor's degree in supply chain management, Business, Apparel/Textile Management, or a related field.

Key Performance Measures

- Define and roll out a sourcing and vendor strategy aligned with business goals.
- Establish initial team structure and begin recruitment of key talent.
- Identify early wins by accelerating product development in high-potential categories.
- Begin building a foundation for long-term vendor relationships and sourcing capabilities.

Key Competencies Needed

- Strategic Sourcing & Global Supply Chain Expertise
- Entrepreneurial & Hands-On Execution
- Results Driven
- Commitment to the mission and values of the Company



Privacy & Diversity

Your Personal Information

At Odgers Berndtson, we have always respected the privacy and the confidentiality of the personal information provided to us in context with our executive search assignments.

This has been a fundamental value in building trust with our candidates and clients. We are committed to keeping your information secure and managing it in accordance with our legal responsibilities wherever we operate in the world.

For more information on your rights and to find out much more about how we process your personal data, a copy of our Privacy Policy is available for your review on our website.

By providing us with a copy of your resume and any subsequent personal information directly or from third parties on your behalf such as references, you understand that it has been furnished with your consent for the purpose of possible disclosure to our client, who has agreed to comply with our Privacy Policy. We will not disclose your personal information to clients without your prior knowledge and consent.

Equal Opportunity

Bass Pro Shops is an equal opportunity employer. Hiring decisions are administered without regard to race, color, creed, religion, sex, pregnancy, sexual orientation, gender identity, age, national origin, ancestry, citizenship status, disability, veteran status, genetic information, or any other basis protected by applicable federal, state or local law.

We are committed to providing persons with disabilities with equal opportunities and standards of goods and services.

Contact Details

For a conversation in confidence, please contact:

Catherine Black
catherine.black@odgersberndtson.com



Candidate Charter

Talented people are our lifeblood

Whether we approach you about a specific opportunity, or you contact us to share your biography and career ambitions, we want you to have a constructive experience of engaging with Odgers Berndtson. We recognize that we have a commitment to you as well as to our client, and we undertake that our dealings with you will be professional, courteous, rigorous and honest.

We will:

- Approach you after considered analysis and in relation to roles where we think there is a strong match. Your time is valuable; we don't want to waste it.
- Work to make your candidacy as strong as it can be.
- Represent you effectively and discreetly to our client, based on accurate information that you give us in confidence.
- Be inclusive, open and fair-minded.
- Keep you informed, communicating outcomes promptly, and giving fair and honest feedback where we can.
- Celebrate your success in the event of a successful outcome and share any lessons in the event of disappointment.

- Take a long-term view, recognizing that you have a multi-year view of your own career. Where possible, we will help you fulfil your ambitions.
- Embrace continuous improvement, for example by carrying out regular independent audits of those we shortlist for roles.

If ever you feel we have not lived up to the letter or spirit of this charter, please tell us. We want to know.

Email:

Catherine.black@odgersberndtson.com