



KNIVES ★ TOOLS

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SOG® Announces New Hires and Organizational Changes

Zucchi takes over as VP of Sales & Marketing, Gupta promoted to CFO

Lynnwood, WA. – In a move designed to facilitate the growth and alignment of SOG® Specialty Knives and Tools with new growth strategies, several organizational changes have been made within the company's senior management team effective July 1. The moves include promotions from within the company and one newly hired position.

Nando Zucchi has been promoted to Vice President of Sales and Marketing from his position as Vice President of Marketing, a post he held for the last year, making considerable contributions to the company in its marketing and brand outreach efforts.

Rabi Gupta, who joined SOG in April 2012 and has led significant improvements in financial reporting, analysis and control, has been promoted to the position of Chief Financial Officer.

To facilitate stronger focus on customers and drive execution of SOG's recent brand restage and packaging launch, Tanya Tremoulet has been promoted to Sr. Manager, Customer Service, and Chris Cashbaugh has been promoted to Sr. Marketing Manager.

In addition, SOG announced that Scott Forristall has joined the business as Director of Sales. Forristall joins SOG from his post as Vice President of Sales and Business Director for Johnson Outdoors, Inc. located in Racine, Wisc. He will manage key accounts for SOG across the U.S. and Canada.

The succession of management changes will foster a stronger, more market-driven organization committed to driving SOG to the next stage of success.

"We are enjoying excellent momentum this year from our SOG brand restage, new packaging, and exciting new products," said CEO Jerry Heinlen. "These organizational changes will help us to better align our efforts with our customers and drive ongoing growth and improvement."

About SOG: Taking its name from an elite Special Forces military group from the Vietnam era – the Studies and Observation Group – SOG was founded in 1986 by designer and toolmaker Spencer Frazer. SOG has gone on to produce the favorite models of specialty knives and tools used by the military, law enforcement, industrial tradesmen and outdoor enthusiasts worldwide. SOG's diverse range of award-winning knives and tools are sold worldwide. For more information, visit www.sogknives.com.