
Gander Mountain Names Ron Stoupa SVP - Marketing & E-Commerce

St. Paul, Minn. (August 11, 2016) – Gander Mountain, the nation’s largest and fastest-growing network of outdoor specialty retail stores, announced today that Ron Stoupa will join the company as Senior Vice President - Marketing & E-Commerce starting on Monday, Aug. 15. Stoupa will lead all marketing and e-commerce functions, including brand development, customer engagement and omni-channel initiatives for Gander Mountain.

“Ron’s extensive background in leading the development and marketing of major national brands, coupled with his unique experience in omni-channel development, customer segmentation and marketing analytics will enable him to drive continued growth at Gander Mountain,” said Gander Mountain President Derek Siddons. “At Gander Mountain, we bring outdoor enthusiasts the gear they need to get back outside, and with Ron’s experience, we will deepen our focus on brand and product differentiation and customer segmentation to strengthen our brand.”

Stoupa brings Gander Mountain more than 25 years of experience with Sports Authority, The Pep Boys Inc., Bass Pro Shops, and other nationally-recognized brands. His vast background includes strategic planning, customer segmentation, insights and analytics, optimizing marketing mix structures, e-commerce strategy, digital and traditional marketing.



“I look forward to joining the Gander Mountain team as we continue to grow our core hunt, fish, camp and shooting sports businesses,” said Stoupa.

Stoupa holds a Masters of Business Administration from the University of Texas and a Bachelor of Science in Business Administration from the University of Nebraska. In his free time, Stoupa is an avid outdoorsman and enjoys spending time with his family.

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About Gander Mountain Company

Gander Mountain Company headquartered in St. Paul, Minn., is the nation’s largest and fastest-growing retail network of specialty outdoor stores for hunting, fishing, camping, shooting and outdoor lifestyle products and services. Since 1960, Gander Mountain has offered the best selection of outdoor gear featuring national, regional and specialty brands at competitive prices. Focused on a “We Live Outdoors[®]” culture, Gander Mountain dedicates itself to creating outdoor memories. Gander Mountain has launched a national campaign encouraging responsible firearms ownership – take the Responsibility Pledge at ResponsibilityPledge.com and use the hashtag [#responsibilitypledge](https://twitter.com/ResponsibilityPledge) in social media to raise awareness. Gander Mountain has more than 160 conveniently-located stores in 27 states. For the nearest store location call 800-282-5993 or visit www.GanderMountain.com Gander Mountain is also the parent company of Overton’s (www.overtons.com), a leading catalog and Internet based retailer of products for boating and other water sports enthusiasts.