



Cutter & Buck Announces New Omnichannel Sales Division To Better Engage Customers and Expand Sales

SEATTLE (March 12, 2019) — Sportswear outfitter Cutter & Buck today announced the reorganization of its retail sales channels into one combined Omnichannel Sales Division, under the leadership of newly elevated Executive Director Dave Santiago.

The objective of the new division is to make Cutter & Buck products universally available in the consumer marketplace. “After assessing our organizational strengths and the needs of our customers, we realized we faced a massive opportunity,” said Joel Freet, CEO of Cutter & Buck.

“We have more great products, more inventory, more technology, and now, more people to attack our retail business than ever before. By going boldly with this transformation, Cutter & Buck will be positioned to better serve every retailer and every consumer,” Freet said.

Santiago brings more than 30 years’ experience as a revenue-driven sales executive to his role as executive director. “I am honored to have the opportunity to lead a dream team of talented professionals who share a passion for serving customers and consumers with quality products,” Santiago said. Before being tapped to lead the new division, Santiago headed Cutter & Buck’s licensed sports channel.

Supporting Santiago will be three strategic market managers, all of whom are currently with Cutter & Buck: Billy Boucock, Shirley Rawson, and Greg Sweeten. “These three outstanding leaders will work with our largest strategic customers and provide guidance,” Freet said.

Online sales through cutterbuck.com will be overseen by Deb Kay. In addition, four new regional managers will lead the Omnichannel field sales teams: Cimarron Grubb (South Central U.S.), Chris Kerr (Northeastern U.S.), Dan Moore (Western U.S.), and Tom Myers (Southeast U.S.).

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About Cutter & Buck

Established in 1990, Cutter & Buck prides itself on the design, manufacturing and distribution of versatile sportswear that meets the demands of an active lifestyle. With an expanding line of products for golf, collegiate and professional sports, corporate wear, and specialty retail markets, the Seattle-based company is proud to provide its customers with safe and compliant products as a certified QCA supplier since 2011. Cutter & Buck has partnerships or licenses with the NFL, NCAA, MLB, PGA of America, USGA, PGA TOUR and USTA. The company is the exclusive North American distributor of Clique, a premier sportswear basics brand in the European marketplace. Cutter & Buck's parent company, New Wave Group AB, is headquartered in Sweden.

Cutter & Buck is available worldwide in golf pro shops, fan shops, resorts, specialty retailers, through premium promotional product distributors, and at cutterbuck.com. Follow on Twitter: [@CutterandBuck](https://twitter.com/CutterandBuck), Facebook: [@OfficialCutterBuck](https://www.facebook.com/OfficialCutterBuck), and Instagram: [@CutterandBuck](https://www.instagram.com/CutterandBuck).

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