

Mike Edwards



Date of Hire: March 2022

Mike has over 30 years of sporting goods experience starting as a senior store manager for Dunham's. In 1990 Mike was hired by Faber Bros as gun, ammo, and hunting buyer then hired by Maurice Sporting Goods in a buying capacity, where he became brand manager for their Big Game division. After Maurice's closure Mike became brand manager for Plano in their hunting, fishing, and industrial divisions. In the various roles Mike has experience in, he has covered national, regional, farm and independent sporting goods accounts. He works the Northern Illinois, Southern Michigan and Wisconsin territory.