

Geoff Gale



Date of Hire: April 2016

Geoff Gale is a native of Michigan. His career in the outdoor industry began in 1984; he worked with an independent retailer where he served in roles as salesman, manager, and buyer. In 1994 Geoff joined Gander Mountain as firearms manager, fishing manager, and was promoted to assistant store manager. Cabela's recruited Geoff in 2000 as mentor/product specialist in eight departments. He was promoted to boat sales manager then to store training administrator. In 2011 Geoff pursued entrepreneurial opportunities closer to home and in 2013 opened a small retail firearms and accessories . He has a diverse knowledge in the outdoor category and will service the state of Michigan.