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HAWKE® OPTICS ADDS CAMERON DERR AS NEW MARKETING MANAGER

[Hawke® Optics](#), a world leader in quality sporting optics, is proud to announce the addition of Cameron Derr to the team in the role of Marketing Manager. Derr brings a wide range of experience and industry success to help guide Hawke's marketing footprint.

"We were very impressed by Cameron's experience and vision for expanding the reach of Hawke Optics," said Kevin Sheehan, Hawke Optics V.P. of Sales and Marketing. "His work with influencer marketing, podcasts and video production will be a major asset. 2025 is set to be a very big year for Hawke."

Derr comes to Hawke after five years as Content Director with Exodus Outdoor Gear. There he did extensive work with highly rated podcasts and video production, producing over 120 video projects per year. The effect was a tremendous increase in users to Exodus Outdoor Gear's website and social media presence. Derr is an avid bowhunter and lives in the big-buck state of Ohio. He has already been putting Hawke products to work, getting to know the brand and the quality first hand.

"I am truly excited to work with the team at Hawke Optics and to continue my career in an industry I'm passionate about," Derr said. "The quality and value of the products are unmatched and am really looking forward to digging in and telling the story of Hawke to the outdoor community."

Derr holds a Bachelor's degree in Accounting, Personal Finance and Corporate Finance from Clarion University of Pennsylvania.

Learn more about Hawke Optics at www.hawkeoptics.com.

About Hawke

#VISIONACCOMPLISHED. Hawke is a worldwide market leader at the forefront of optical performance with class-leading innovation and design offering a complete line of sport optics from rifle, crossbow, shotgun and air gun scopes to binoculars, spotting scopes and accessories. Accuracy, strength and precision; Hawke optics blend iconic design, exceptional engineering and unrivalled craftsmanship to create an unforgettable viewing experience. As awareness of Hawke Sport Optics continues to grow, more customers are trusting Hawke as the unquestioned industry leader in optics. Learn more at www.hawkeoptics.com.

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