# HAWKE® OPTICS ADDS NEW NORTHWEST REGIONAL SALES MANAGER

***New Regional Sales Manager Ryan Holt Brings Decades of Experience***

[Hawke](https://us.hawkeoptics.com/)[®](https://us.hawkeoptics.com/) [Optics](https://us.hawkeoptics.com/), a world leader in quality sporting optics, has added a new Regional Sales Manager to the staff to cover the Northwest Region of the United States. Ryan Holt brings a wealth of experience to the team, including time spent as a guide.

Holt brings over 14 years of experience in sporting goods sales along with more than 10 years of experience as an entrepreneur, giving him a unique perspective on sales, knowing what it takes to run a business and how that impacts buying decisions. Holt also has many years of experience as a hunting guide, which adds a whole new depth to how he approaches optics sales.

“As a guide, I relied on my glass to be successful,” Holt said. “That is one of the many things that drew me to Hawke. The quality and value are hard to beat, which makes driving sales easier. I think the more people that get the product in their hands and up to their eyes, the easier it will be to make the sale. It is exciting to have products like Hawke’s optics to sell and I look forward to serving the Northwest region.”

Holt is from Utah, has a stronghold for outdoor activities, and will support sales efforts for the Northwest region of the United States. This includes Washington, Oregon, Idaho, Wyoming, Colorado, Montana and Utah. Learn more about Hawke Optics at [www.hawkeoptics.com](http://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](http://www.hawkeoptics.com).

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