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## DSG OUTERWEAR WELCOMES INDUSTRY VETERAN BOB GEORGE AS NEW VP OF SALES

### High-Performance Outdoor Apparel Brand for Women Boosts Senior Team with Strategic New Hire

**Madison, WI** – [DSG Outerwear](#), premier makers of the most technical, high-performance and size-inclusive active outdoor apparel for women, is proud to announce the expansion of its executive leadership team with the appointment of outdoor-industry veteran Bob George as the company's new vice president of sales.

The exciting news comes on the heels of the brand being featured on Inc. Magazine's prestigious [annual ranking list](#) of the top 5,000 fastest growing private companies in America for 2022. This strategic new hire is proof the company is not stopping there, but is building on the momentum of this distinction, and is now positioned for even more growth ahead.

"We're excited to bring Bob on board as our new vice president of sales to lead sales strategy and development, helping DSG Outerwear tap new growth opportunities," said Founder/Owner of DSG Outerwear Wendy Gavinski. "He is a proven, experienced sales leader in our industry and we're proud to have him join the DSG family," she added.

George is no stranger to outdoor brands. In fact, he has spent most of his career adding value to them. George's prior experience includes more than a decade at Buck Knives where he served as vice president of sales and business development as well as vice president of marketing. George has also served as vice president of sales, marketing and business development at Blackbird Products Group (the parent company to brands: Mammoth Coolers, Remington Coolers and ABKT knives). In this role, he was responsible for increasing sales and growing brand presence in multiple sales/category channels for the company's three brands.

"I am very impressed with DSG Outerwear from their efficiently-run operations to their continued growth and success already achieved," said George. "It's an exciting time for the brand with so much innovation and growth opportunities ahead, and I'm honored to be a part of it," he added.

#### *About DSG Outerwear*

DSG Outerwear was conceived in 2010 by Wendy Gavinski after many years of personal frustration with the limited selection of women's outerwear for active outdoor lifestyles. The goal – create a line of clothing and gear that meets the need for a functional and feminine fit, including plus sizes. The company produces a wide range of clothing options for hunting, fishing, ice fishing and snowmobiling. DSG Outerwear uses the highest quality materials and components built by designers and production specialists with over 40 years of experience in making quality outerwear. The company produces everything from highly functional performance layering pieces to insulated jackets, bibs, pants, footwear and accessories that are perfect for all types of outdoor activities, even in the coldest weather. Women's outerwear designed by women to fit women of all shapes and sizes and built to perform. Learn more at [www.DSGOuterwear.com](http://www.DSGOuterwear.com).



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