

# INDUSTRY MOVES IN OCTOBER & NOVEMBER

*Wiley X Europe adds to its pro team while Al Perkinson makes a shock transfer from Costa to Simms.*



Former carp fishing world champion and World Carp Classic winner **Rob Tough** is the latest high profile angler to join the expanding Elite Fishing Team of protective eyewear specialist **Wiley X**.

He will work with new team-mates and the staff at the company's EMEA headquarters in Denmark on product promotion and development. Tough said: "First of all I would like to say how honoured and flattered I am to be able to represent Wiley X and be part of its Elite Fishing Team.

"I believe Wiley X to be at the forefront of sporting eyewear, offering the best quality products for anglers in the varying climates in which we pursue our dreams."

Thomas Wæver, Wiley X EMEA Vice President, said he was delighted to have Tough on board and is eager to start working with him. "Signing Rob is yet another great coup for us as he is highly respected within the carp society. His knowledge and passion for fishing is second to none. He has missed just six World Carp Classic tournaments in the last 17 years."

**Dave Student** has taken over the key role of Fly Specialist at **Umpqua Feather Merchants**. A fly tier for 50 years, Student will be responsible for the quality of Umpqua flies and for sourcing materials. He will also play a lead role in selecting new fly patterns for the company's vast range.

"A lifetime in fly tying, with 30 years as a professional, has landed me in a dream position," said Student. "Working at Umpqua means rubbing



elbows with the best of the best in fly design and world class production. I can't wait to see what we can accomplish."

Umpqua's Director of Product, Brent Bauer, said Student understood customers' needs and would develop new flies that met consumer demand.

"I believe Dave will continue our 44-year tradition of creating and introducing industry-changing flies, in keeping with famous Umpqua tiers like A.K. Best, Sandy Moret, John Barr, Charlie Craven and Ken Morrish," added Bauer.

Student's creations include the Megalopsicle and Tarpon Tapas patterns in 2011, the Fishalicious in 2013 and Belly Flop and Skinny Mini Shrimp, both new for 2017.

**PRADCO Fishing** has welcomed the return to the ranks of **Matt Carufel** as its new Brand Manager. Carufel, who spent four years at PRADCO Outdoor Brands working on digital marketing and ecommerce before spells at Amazon and Kindle, will be responsible for the company's Arbogast, Heddon, Rebel and Southwick lure brands.

The native Minnesotan is a lifelong outdoorsman and grew up fishing and hunting. He enjoyed angling for salmon, steelhead and cutthroat during his time in Seattle.

"Matt has a true passion for our brands," said PRADCO-Fishing Global Brands Manager Chris Gulstad. "We are pleased he is on board and expect he will deliver growth in the iconic brands he has been given to manage."

Pure Fishing's **Andrew Marks** has joined the Board of Directors at **Fishing's Future**, the US organisation that has been set up to bring children and their parents into the sport.

Marks is currently Director of Field Marketing at the world's biggest group of fishing companies. "With over 17 years of experience at Pure Fishing and in the recreational fishing industry, he is known for his tireless dedication and creative approach to introducing angling to America," said Shane Wilson, President and Founder of Fishing's Future.

"Andrew brings more than just knowledge to the organisation. He brings leadership passion, determination and a strong desire to make a positive difference in the next generation of anglers."

"Fishing's Future is receiving national attention in the area of youth/aquatic education and

introducing families to fishing. It is at the forefront of expanding participation in youth fishing in a positive and rewarding environment that drives family values and helps make the sport a lifelong activity," said Marks.

"I hope that my years of experience in the industry can provide additional insight and guidance for the Board of Fishing's Future and help increase the support of this great organisation.

"When I first spoke to Shane Wilson, I was impressed with his passion for ensuring all of our youth have an opportunity to experience the excitement of fishing along with his incredible drive and energy towards that endeavour.

"I knew that I wanted to help support Shane and the wonderful work he has already done since founding Fishing's Future."

**Al Perkinson**, head of marketing at Costa since 2005, has left the sunglasses company to become Senior Vice President of Marketing at **Simms**.

The surprise move by one of the most highly-regarded marketing people in the industry is part of Simms's plan to 'seriously expand' its executive team.

Perkinson begins his new role at Simms's Bozeman base on October 17th. He is admired in the industry for his strategic vision and atypical marketing approach and as a champion of conservation. He was a prime mover behind Costa's Kick Plastic campaign.

Perkinson's early background is not the conventional marketing one. He majored in sculpture at North Carolina's St Andrew's University before winning a degree in arts administration from Columbia University in New York.

He later became Account Executive for Ogilvy & Mather for four years and was Group Brand Manager at the Bank of America for five years.

"Al has done so much to develop the brand at Costa," said Senior Director, Employee and Community Engagement, Diane Bristol. "We have important plans for the future of Simms and are seriously expanding our executive team.

"Al brings talents and insights that will play a central role in that."

Perkinson is an avid fly angler with a particular love for flats fishing. He was named Angler of the Year by *Fly Rod & Reel* in 2015.



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