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April 22, 2019

The world's leading provider of outdoor gear and experiences introduces Jamie Sohosky as new Chief Marketing Officer

Accomplished marketing leader brings passionate customer-focused approach to brand building and driving full omnichannel customer engagement



SPRINGFIELD, Mo. – Bass Pro Shops founder/CEO Johnny Morris announced today that Jamie Sohosky has been appointed as Chief Marketing Officer for the Great Outdoors Group of companies.

Jamie will lead the powerful marketing engine overseeing omnichannel customer engagement, digital, paid and social media, promotions, events, sponsorships, partnerships and additional facets of the marketing mix. This includes supporting all divisions of the multifaceted group of outdoor companies comprised of Bass Pro Shops, Cabela's, White River Marine Group and Big Cedar Lodge.

“Jamie brings a passionate, customer first approach that will help drive our overall marketing strategy and be key to the future success of our brands,” Morris said. “Her family has Missouri roots and enjoys spending time together outdoors. She understands what sets our company apart and how to provide customers with positive, memorable experiences. We're very excited to welcome Jamie to our outdoor family. It's a happy day!”

In her most recent role as VP, marketing, customer experience at Walmart U.S., Jamie was responsible for end-to-end customer experience strategy by building its shopper marketing capabilities, simplifying in-store communication and increasing access to a seamless in-store experience.

“Throughout my career at agencies, manufacturers and in retail, one constant has always been my curiosity, passion and drive to serve customers. I’m also energized by purpose-driven brands and there’s no better example of that than the Johnny Morris group of brands and his mission to inspire everyone to enjoy, love and conserve the great outdoors,” said Sohosky, a St. Louis native and graduate of the University of Missouri-Columbia. “I’ve admired the experiences created for customers and guests by Bass Pro, Cabela’s, Big Cedar Lodge and TRACKER Boats. Moving our family to my native Missouri and helping lead an exciting new chapter in the rich history of these beloved brands is a dream come true.”

During an illustrious tenure with Walmart, Jamie served in several key marketing and media roles in the U.S. and the UK including VP, marketing – small formats, services and omnichannel; VP, U.S. marketing – general merchandise, softlines and apparel; head of marketing strategy and advertising, Asda/UK; head of advertising and media – Asda/UK; senior marketing director, both for Walmart U.S. and Walmart International. Before joining Walmart in 2006, Jamie served as category marketing manager for Campbell Soup Co. and at advertising agencies supporting global brands like Nike, Jim Beam, Tropicana and others.

Jamie is a member of the Shopper Marketing Hall of Fame and was previously recognized as one of *Talk Business & Politics*’ Forty Under 40. She and her husband Chris, along with their two sons, will be relocating to Springfield from Bentonville, Arkansas.

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About Bass Pro Shops

[Bass Pro Shops](#) is North America’s premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father’s liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela’s](#) to create a “best-of-the-best” experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America’s Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as “one of America’s Best Employers.”

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