



**FOR IMMEDIATE RELEASE**  
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## **Sustainability leader joins Bass Pro Shops and Cabela's to advance companywide environmental and conservation programs**

### *Phil Graves named Chief Sustainability Officer*

**SPRINGFIELD, Mo.** – Bass Pro Shops and Cabela's announced today that Phil Graves has been named Chief Sustainability Officer. Graves brings nearly two decades of leadership in sustainability efforts, strategic planning, finance, and environmentally responsible investing for notable global companies including Patagonia, where he previously served as vice president of corporate development.

"Conservation is central to everything we do, and we couldn't be more thrilled to welcome an industry-recognized leader in sustainability to our Great American Outdoors Group of companies," said noted conservationist and Bass Pro Shops founder/CEO Johnny Morris. "Phil's talents and passion for the outdoors make him a natural fit for this role, and his leadership and expertise will advance our conservation mission and impact across North America."

Graves' career path blends his passion for developing innovative solutions that help businesses succeed while conserving natural resources. At Patagonia, Graves led the company's \$79 million Tin Shed Ventures corporate venture capital unit, which invested in environmentally-minded start-up companies. He also launched and oversaw the brand's Worn Wear certified pre-owned division, and managed the overall corporate development team. Prior to Patagonia, Graves also held roles at Deloitte and PWC.

An avid sportsman, Graves grew up hunting and fishing with his grandfather, and he carries on a love of wingshooting and exploring wild places with his wife and three young daughters.



*Phil Graves (left) and his dog, Crockett, after a fun day of quail hunting.*

“I grew up loving the outdoors and am passionate about the role businesses can, and should, play in enhancing the natural world around us,” said Graves. “It’s an honor to join a visionary like Johnny Morris to lead sustainability efforts for North America’s premier outdoor and conservation company while inspiring the next generation of conservationists through the invaluable work of the Johnny Morris Conservation Foundation.”

Graves will work closely with Johnny to advance sustainability efforts throughout the organization including manufacturing, supply chain and operations. Reducing its environmental footprint is an extension of Bass Pro Shops’ long-term commitment to conservation.

Graves will also work alongside Bob Ziehmer, Bass Pro Shops’ Senior Director of Conservation, to further expand wildlife conservation and educational programs under the not-for-profit Johnny Morris Conservation Foundation. In addition to operating two of the nation’s most significant conservation attractions, [Wonders of Wildlife National Museum and Aquarium](#) and [Dogwood Canyon Nature Park](#), The Foundation is forging an unprecedented alliance uniting diverse partners to lead North America’s largest conservation movement.

Graves is an Eagle Scout who earned a bachelor’s of business administration in accounting and a master’s degree in finance from Texas A&M University.

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#### **About Bass Pro Shops and Cabela’s**

[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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