

## **Shimano Names new Freshwater Sales Manager** ***Ethan Cox to Lead Sales Efforts in the Southeast Region***

Shimano North America Fishing is proud to announce the newest addition to its sales team. Ethan Cox, a 2012 Collegiate Bass National Champion and seven-year Shimano veteran, will be the new freshwater sales manager in the Southeast region of the United States.

“My work with Shimano began with the Shimano Experience Team in 2014,” remarks Cox. “We traveled around the country to promote and educate about Shimano products and brands, participating in major events like the Bassmaster Classic and ICAST, and also working directly with Shimano dealers. Being a part of the Shimano Experience Team was a fantastic way to learn about the tremendous variety of Shimano fishing products and the entire sales process.”

“During my seven years at Shimano,” continues Cox, “I have had the opportunity to fish in 23 states and catch over 100 species of fish. Those experiences have helped me to gain and share knowledge across many different fisheries in the United States, as well as build strong relationships within Shimano and across the fishing industry.”

“As I begin my new position, I look forward to applying my knowledge and expertise to help freshwater anglers across the Southeast region leverage exceptional Shimano products to catch more and bigger fish!”

Jim Lupinski, Sr. Sales Manager for Shimano North America Fishing, adds, “we are excited to bring Ethan’s extensive knowledge of the region, dealer base and fishery to the team and look forward to continued growth within this market. Ethan will start his role in early August, 2021.”

Shimano North America Fishing congratulates Ethan Cox on his new position as Freshwater Sales Manager in the Southeast Region. Contact Ethan directly at [ecox@shimano.com](mailto:ecox@shimano.com).



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## **About Shimano**

Leading the fishing industry in innovation and quality for 100 years, Shimano's manufacturing capabilities allow for anglers worldwide to enjoy their time on the water to the fullest. We designed the entire lineup of Shimano products to elevate angler experiences with features that continuously evolve to push the boundaries of modern fishing tackle while raising the bar for the whole fishing industry.