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ELITE ARCHERY'S NEW V.P. OF SALES

Bill Ruth is named to head the sales team at Elite Archery

Henrietta, New York; Elite Archery announces the hiring of William “Bill” Ruth as the company’s Vice President of Sales.

Ruth comes to Elite Archery with more than a decade of sales, customer service and management experience. Along with his professional skills, Ruth is also an avid bowhunter and outdoorsman and has been since he was a child.

“Everyone at Elite is extremely excited to welcome Bill to the team. We’ve wanted to bring someone on to fill this growing role for our company for a while. Bill is a great fit for both Elite and our industry partners,” said Pete Crawford, President of Elite Archery.

Ruth takes over the position of V.P. of Sales starting immediately. His primary roles include working with Elite’s existing sales representatives and dealers as well as new and potential dealers to increase both sales and brand awareness.

“I’ve been an Elite Archery customer and a fan of the company awhile now. I’m very excited to bring my skills to Elite Archery to help grow an already outstanding brand.”

For more information on Elite Archery, please visit www.elitearchery.com or call 877-503-5483. Media questions can be directed to Maggie Armstrong at maggie@elitearchery.com.