

Zanders Sporting Goods Adds Jennifer Messer To Their Business Development Team

SPARTA, IL. (February 7, 2019) – Zanders Sporting Goods, a national distributor located in Sparta, Illinois, continues to grow by hiring Jennifer Messer for their Business Development department.

Jennifer came to Zanders with a strong background in sales and eleven years of experience in the industry. Previously, she was a managing partner at Southern Outdoors Group, a manufacturer's rep agency that covered the southeast and Canadian territories. Before that, Jennifer worked at Advanced Technology International as their Director of International Sales.

When asked what made her want to work at Zanders Jennifer replied, "I have dealt with Zanders as a customer for almost all of my 11 years in the industry and during that time I have gotten to know the buyers and the family pretty well. I knew the work dynamic and always found it to be a stable and dynamic work environment. They are very much a team. Stefanie and I have had several conversations about my international experience with exports and we discussed bringing that to Zanders. Fast forward a few years and here we are!"



"What I like best about working at Zanders is the family-owned aspect as well as the team environment," noted Jennifer. "They look to everyone for input and their leadership expertise."

In her free time, Jennifer enjoys traveling and being in the outdoors with her kids.

If you're interested in working for Zanders, visit their website at www.gzanders.com to view their full listing of career opportunities.

About Zanders Sporting Goods

Zanders has been serving U.S. firearms dealers for well over 50 years. With more than 40,000 products that now include archery, archery accessories, and camping products, Zanders has it all in their new, streamlined warehouse.

"Our customers have always come first and we strive to go above and beyond their expectations every day," states Stefanie Zanders. "Both old and new customers alike will enjoy our ever-growing inventory of outdoor products and accessories as well as our commitment to ensure their complete satisfaction."

For more information about Zanders and their many dealer programs, call (800) 851-4373 or visit www.gzanders.com.

MEDIA CONTACTS:

John Kohl, Lake Strategic Marketing, 262-754-9408; john@lakestrategic.com