



For Immediate Release

Radians Outdoors Welcomes Brett Bryan as Director of Sporting Goods

MEMPHIS, TN - December 3, 2025 - Radians Outdoors, a top-tier manufacturer of safety products for shooters and hunters, recently hired Brett Bryan to lead its Sporting Goods Division. His work will focus on providing distributors and retailers with the tools, insights, and programs that fuel long-term partnerships and growth.

Bryan has over 20 years of retail experience. He spent the last six years as a National Account Manager with Black Rifle Coffee Company, where he played a key role in the explosive growth of the brand. He helped move coffee sales beyond the grocery aisle and into the sporting goods and hardware retail space, securing wins with Bass Pro Shops, Scheels, Academy, Dunham's Sports, Sportsman's Warehouse, ACE Hardware, and other major retailers.

Prior to Black Rifle Coffee Company, he spent eight years as a Hunting and Tactical Apparel Buyer for Bass Pro Shops after leadership roles at Walgreens and Walmart. His extensive background across retail operations, merchandising, and national account management will support Radians' ongoing growth in the sporting goods sector.

"A retail-first mindset has always driven my approach to business," said Bryan. "Radians Outdoors has an exceptional product lineup, strong industry partnerships, and a sincere commitment to the retail industry. I'm excited to build on that foundation and expand the opportunities for our rep groups, distributors, and retail partners."

To learn more, visit www.RadiansOutdoors.com or visit Brett Bryan and the Radians team at SHOT Show, January 20-23, 2026, in Las Vegas, NV, at Booth 14353 on the second level of the Venetian.

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About Radians

Radians® is on a mission to protect lives worldwide by manufacturing high-quality Personal Protective Equipment (PPE). With over 25 years of expertise, Radians offers a comprehensive line of safety products designed to reduce injuries and safeguard individuals across diverse markets, including industrial safety, construction, public safety, and retail. Radians has partnered with highly respected brands including DEWALT®, STANLEY®, DUCKS UNLIMITED®, CRAFTSMAN® and DSM Dyneema to provide high-performance personal protection products. Radians' brands include Bellingham®, Crossfire®, Neese™, VolCore™, Arctic Radwear®, Nordic Blaze®, and VisionAid®. An ISO 9001:2008 certified leader in the PPE industry, the company is headquartered in Memphis, TN. It has additional facilities in Thomasville, NC, Bellingham, WA, Mexico, the United Kingdom, and the Netherlands. For more information, visit www.Radians.com.

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