

Kestrel® Ballistics Announces New Pro Shooter Staff Program and Welcomes Doug Koenig and Kristy Titus to the Team

BOOTHWYN, PENNA.—Kestrel Ballistics is proud to announce the launch of its new Pro Shooter Staff Program, with applications now open to competitive shooters and precision marksmen across the shooting sports community. The program is designed to build meaningful partnerships with select shooters who exemplify professionalism, integrity, and a commitment to accuracy and real-world performance.

Kestrel Ballistics is seeking a select group of individuals to partner with the brand, drive visibility within the competitive shooting community, and provide critical real-world feedback to help advance ballistic technology. This is more than just a sponsorship, it's a true partnership in which expertise of participating shooters directly contributes to ongoing product development and innovation.

As part of the Pro Shooter Staff Program, team members will help build authentic product credibility through live-fire use, field testing, and performance reporting. They will play an active role in increasing brand visibility at matches, events, media appearances, and across digital channels, while also helping generate interest and sales through demonstrations, educational content, and affiliate referrals. Participants may also support research and development by sharing telemetry and performance data and will contribute to community-focused initiatives such as clinics, youth programs, and grassroots outreach designed to support and grow the shooting sports community.

In conjunction with the program launch, Kestrel Ballistics is honored to announce that two highly respected leaders in the industry, Doug Koenig and Kristy Titus, have joined the inaugural Kestrel Pro Shooter Staff. Their professionalism, competitive excellence, and long-standing contributions to the sport reflect the standard of leadership and integrity the program is built upon and sets the tone for the elite group of ambassadors Kestrel Ballistics aims to develop.

Kestrel Ballistics is also pleased to share that professional shooter and newly-minted member of the Kestrel Pro Shooter Staff program, Doug Koenig, will be appearing in the booth for meet-and-greet opportunities and conversations with attendees. Koenig will be in the booth Wednesday at 3PM.

“We’re excited to open applications for the Kestrel Pro Shooter Staff Program and welcome Doug Koenig and Kristy Titus as members of the inaugural team,” says Katie Godfrey, Strategic Global Account Executive for Kestrel Ballistics. She continues, “This initiative strengthens the connection between our products and the shooters who rely on them at the highest level, and their feedback, experience, and commitment to excellence will help us continue to deliver tools that shooters can trust in real-world conditions.”

Applications are now open to competitive shooters, professional marksmen, instructors, and industry-engaged individuals who demonstrate leadership, integrity, and a passion for precision shooting. Interested applicants can learn more about the program and apply at kestrelballistics.com/proshooter

ABOUT KESTREL BALLISTICS:

[Kestrel Ballistics](http://www.kestrelballistics.com) products are designed, built, and tested in the USA by parent company, Nielsen-Kellerman. This brand represents the Ballistics division offering a full line of accurate, rugged, purpose-built ballistics tools for improving long-range precision and shooting performance. Kestrel Ballistics meters and accessories are trusted by military, competitive, and recreational shooters alike for first shot confidence under any conditions. All Kestrel meters are compact, rugged, IP-67 waterproof, MIL-STD-810G drop-tested and backed by an industry-leading five-year warranty. For more information about Kestrel Ballistics, visit www.kestrelballistics.com.

Media Contact:

Monica Devlin

mdevlin@nkhome.com