



# Nyman's Notes: 'Better Together'

 CEO Broadcast

3 min read

Team Revelyst:

The theme of today's Nyman's Notes is "Better Together," which is a song title from at least two different artists—[Jack Johnson](#) and [Luke Combs](#) (let us



know which song you prefer in the comments section!)—and the perfect phrase to celebrate the camaraderie, collaboration and communication among our teams, as well as the belief we can achieve anything when we work together. It's also symbolic of the great partnerships we have between our brands and sponsored athletes, such as Fox Racing x Jackson Goldstone, the Canadian mountain bike rider who proudly represented Fox when he [took home a second straight world cup downhill win](#) over the weekend in Leogang, Austria.

Last week, I was in Bozeman at our Revelyst Outdoor Performance headquarters for several days of meetings with **Jordan Judd**, focused on our Amazon readiness

led by **Santi Lopez Mora**, **Jeff Strachan**, **Thad Kaczmarek** and their teams, and a fulsome review of our Bushnell product innovation and marketing roadmap led by **Jason Tillinghast** and **Chris Ford**. Following those sessions, I was honored to join the debut of the Revelyst Ride Club, a group of Revelyst Outdoor Performance employees who gather for a group ride on the trails around town. As I [posted on LinkedIn](#), we sported gear from Fox Racing, Bell, Giro and CamelBak, and then we broke bread together with a meal cooked on a Camp Chef grill. It was a picture-perfect end to a great week, made possible by our company's incredible maker brands.

In the [DragonFlyer's report on the club](#), **Christine Kitterman** and **Jason Tillinghast** noted that one of the goals of the team's new cycling club is building camaraderie outside the office. These types of get-togethers—which occur in various forms across our locations—are essential for the team building that we believe is necessary for Revelyst to become the world's best sports technology and outdoor gear company. As we enjoy the outdoors, we're able to share ideas, learn more about our colleagues and grow tighter as a team. Please let us know if you are creating culture through similar types of events and get-togethers in your locations, and I'll try to join when I am in town. And of course, we'll spotlight them in the DragonFlyer.

That leads me to the next topic of today's memo: Because we're "better together," your voice matters at Revelyst, and we value your comments and questions about the direction of our business.

Last month, we hosted an all-hands livestream, and I would like to thank each of you not just for attending but for providing valuable comments and asking thought-provoking questions. Your time, participation and especially your questions and feedback are deeply—and always—appreciated. We didn't have time to address all the questions during the event, but last Friday, the DragonFlyer [posted responses to several unanswered questions](#) posed by employees.

Please know we take all your input seriously and it helps shape how we lead this company. We love hearing your feedback. It's integral to our Revelyst Leadership Team's goal of building a stronger culture of transparency and trust.

These events serve as a powerful reminder that our greatest strength as a company lies in our people. Listening to one another is essential to our success. Because of this—and based on several comments that in-person town halls are more valuable than virtual livestreams—we plan to rotate the quarterly town halls so that I will host the event in person at a different company location each time. Workers in that location will be able to attend in person, and we'll have a virtual component for all other employees outside that site. The next town hall is tentatively scheduled for August, and we're working to lock down the date, time and location, which we'll publicize in the days ahead. Look for a calendar invite from Revelyst Communications once we finalize the details.

When we say we're listening, we mean it. And when we say we're learning from you, we truly are. We are committed to transparency. And we thank you for your honesty, engagement and belief in what we're building together.

Let's keep the conversation going. And let's have it be in person as much as possible—whether that's during a run, a bike ride or over a meal—because I truly believe when we're together, we are indeed better.

#WeAreRevelyst

Eric