

John Bleh, Owner

Strategic Outdoor Marketing

John is founder and owner of Strategic Outdoor Marketing, a marketing and strategic planning firm that specializes in the fishing and outdoor business arena. He has over 18 years experience in marketing, direct marketing, strategic planning and internet marketing. Before founding SOM in 2000, John served as Director of Marketing at **Trout Unlimited**. He was responsible for all marketing programs including membership growth and retention, giving campaigns, partnership marketing, magazine advertising sales, Trout Unlimited television sponsorships, and the Internet site. In 18 months at TU, he increased membership 35% to 125,000. His lodge clients have experienced year to year growth of as much as 48% after putting into action his custom designed strategies. He has worked with **The International Game Fish Association, The High Lonesome Ranch, Rio Manso Lodge, Elkrout Lodge, The Henry's Fork Foundation, WFN (World Fishing Network), Adirondack Mountain Club, Linehan Outfitting Company, The American Museum of Fly Fishing, Pheasants Forever** and others.

Prior to **Trout Unlimited**, John was with the **Orvis Company** in Manchester, Vermont for nearly 5 years. While there, he served in a variety of capacities including manager of corporate and incentive business, specialty catalog circulation manager, and list rental and acquisition manager. He has an MBA from Babson College with a concentration in marketing. He is a life-long fly fisherman, wing shooter and a member of Trout Unlimited, Federation of Fly Fishers, Stripers Forever, American Museum of Fly Fishing, Coastal Conservation Association, The International Game Fish Association and other conservation organizations.