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Outdoor marketing communications veteran, Todd Siebell joins Ron Schara Productions

St. Louis Park, MN –Todd Siebell, a 32-year outdoor marketing communications veteran has joined Ron Schara Productions as a marketing and sales executive. Todd has spent the majority of his communications career working at advertising agencies specializing in outdoor, recreational equipment and apparel marketing.

Some of the advertisers Todd has helped over the years build their brand awareness and garner market share read like “Who’s Who” in the fishing, hunting, camping, and leisure products market segments. Manufacturing companies such as: Stearns, Red Wing Shoe Company, Polaris Industries, JWA, Johnson Camping, Federal Ammunition, Knight Rifles, Mathews, Old Town Canoe, and Clam Corp, are just a few.

“Being a native son of the Twin Cities I grew up reading all of Ron Schara’s outdoor columns in the ‘Minneapolis Star & Tribune’ newspaper and have always been a great fan of his and have nothing but the greatest respect for Ron’s passion for the outdoors and the issues faced by all of us who love the outdoors. Having this opportunity to help Ron grow Ron Schara Productions now and for the future is truly an honor for me.” says Todd Siebell. “We look forward to Todd’s years of proven experience, strategic marketing capabilities, creativity, and energy to help us service our existing television sponsors and to help grow Ron Schara Productions for many years to come” said Mitch Petrie, President of Ron Schara Productions.

Ron Schara Productions, an Emmy-award winning television production company, has been the leader in outdoor variety programming for over 13 years. Their programs air on major television networks, including ESPN2, Versus Network, The History Channel, The Outdoor Channel, and Fox Sports Net.

For complete details about any of the shows produced by Ron Schara Productions please go online to www.ronscharaproductions.com or call Kelly Jo McDonnell at #952-545-9471 X200 or Kelly@mnbound.com

