



**PRESS RELEASE**

O.F. Mossberg & Sons, Inc.  
7 Grasso Avenue  
North Haven, CT 06473 USA  
+1 (203) 230-5300  
[www.mossberg.com](http://www.mossberg.com)

**FOR IMMEDIATE RELEASE**

**February 28, 2023**

**Mossberg® Reorganizes Sales & Marketing Department**

NORTH HAVEN, C.T., February 28, 2023 – O.F. Mossberg & Sons, Inc., a leading American firearms manufacturer, today announced personnel changes within its sales and marketing department, which go into effect on March 1, 2023.

Senior Director, Product Management - Bill Brown will be shifting from his role as Director of Sales into the role of Senior Director of Product Management. In this newly developed role, Brown will be responsible for developing and bringing new differentiated products to the market that both address market needs and represent viable business opportunities. Brown will be working closely with Supply Chain, Engineering and Operations teams to help shepherd products from the new product development stages through the entirety of the product’s lifecycle. Brown enters this role with a vast amount of firearms product experience, having spent 12 years working for Smith & Wesson in various capacities, such as Civilian Training Manager, Firearms Instructor, Manager of Retail Services, National Accounts Manager and finally Senior National Accounts Manager before joining Mossberg in 2011 where he excelled within the Sales & Marketing department being promoted to Sales Director in 2015.

Director of Sales - Brian Krouse will be transitioning from his role as National Accounts Manager to the role of Director of Sales. In the role of Director of Sales, Krouse will be charged with supporting and supervising Mossberg’s team of Regional Sales Managers to ensure that annual sales targets are achieved. Krouse enters this role with a substantial amount of sales and sales management experience, having spent 8 years with Andersen Windows, first as a National Accounts Sales Representative and later as a National Accounts Sales Manager where he supervised a team of sales representatives. After working at Andersen, Krouse went on to spend 7 years working as a District Sales Manager for Smith & Wesson before joining Mossberg as a National Accounts Manager in 2015.

“These positive changes within our organization will be instrumental in aligning Mossberg for positive growth in the years to come,” said John MacLellan, Mossberg’s Vice President of Sales and Marketing. “Both Bill and Brian’s deep understanding of the Mossberg product line and the commercial firearms user will continue to allow Mossberg to serve its customers with quality product and unparalleled service.”

**About O.F. Mossberg & Sons, Inc.**

Founded in 1919, O.F. Mossberg & Sons, Inc., is the oldest family-owned firearms manufacturer in America, and is the largest pump-action shotgun manufacturer in the world. Celebrating 100 years of innovation, Mossberg leads the industry with over 100 design and utility patents to its credit and stands as the first ISO 9001 Certified long-gun manufacturer. Complete information on commercial, special purpose, law enforcement and military shotguns, rifles, handguns and accessories are available at [mossberg.com](http://mossberg.com) or by calling 1-800-363-3555. Mossberg can also be found on Facebook, Instagram, Twitter and YouTube.

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**MEDIA CONTACT**

Linda Powell, Director of Media Relations  
[LPowell@mossberg.com](mailto:LPowell@mossberg.com)  
+1 (336) 209-1416

***Safety and safe firearms handling is everyone's responsibility.***