



**For Release**

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## **Flying Fisherman® Develops Inside Sales Team**

*Islamorada, Florida Keys* – Reaching out from the Florida Keys to fishing markets worldwide, Flying Fisherman® is constantly exploring new territories for its polarized eyewear and angler accessories, and has appointed Bobby Vaughn as Global Account Manager and the newest member of the Flying Fisherman team.

Bobby is an avid fisherman and hunter whose background commercial and recreational fishing, and property management. He's also the son of Flying Fisherman® Vice President Linda Sheldon, and after years of being around the family business, he's joined the company for a career in an industry he's quite comfortable in. Born and raised in the Florida Keys, his knowledge and passion for the outdoors dates back to early childhood, fishing and diving the waters of the Keys and Bahamas. Bobby studied marine biology and meteorology at the University of Florida before becoming a licensed captain and guiding anglers in the backcountry of Florida Bay, Everglades Park, and Atlantic Ocean.

"Flying Fisherman® is increasing its reach via the web, trade shows, and other marketing vehicles to grow new markets," said company President, Pat Sheldon. "and Bobby will be an integral part of those efforts. We're excited to have him on board." His responsibilities will include collaboration on new products, heading up inside sales, coordinate ProStaff and Guide programs, and trade shows." Bobby's contact info is:

Bobby Vaughn, Account Manager

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