

Sierra Bullets and Barnes Bullets Appoints New CEO

June 24, 2024

SGB Update

Sierra Bullets and Barnes Bullets, now owned by Bullseye Acquisitions, LLC, an affiliate of JDH Capital Company, the owner of Savage Arms and Pure Archery, has appointed Jim Bruno as CEO, effective July 8.



Clarus Corporation, the parent of Black Diamond, previously owned the two ammunition brands. JDH Capital Company acquired the brands in December 2023.

The Ammo company said in a release that Bruno has worked in the outdoor industry for 30-plus years, first working at his father’s retail shop in New Jersey. Most recently, he was the president of Vista Outdoors’ Bushnell unit, with the Bushnell, Simmons, Primos, Hoppes, Champion, Gold Tip, BeeStinger, and others under its umbrella.

Before Bushnell, Bruno reportedly held roles of increasing responsibility at Vista Outdoor and Remington Arms, culminating with leading and managing sales, sales operations and customer service for the Vista Outdoor Hunt/Shoot brands, including Federal, CCI, Speer, Remington, and Hevi-Shot.

When asked about the opportunity, Bruno said, “Both brands, Sierra and Barnes, have an amazing brand recognition in our industry of being the highest quality, premium products that serve the competitive shooting, hunting, & defense markets. I’m honored to be chosen to lead these two amazing brands, people and products.

“In my first 60 to 90 days, I will listen and learn from our employees at both facilities, customers, suppliers, and consumers to put together strategies for both brands to continue down the path of growth and innovation,” said Bruno.

Andrew Sparks, VP of Marketing, offered, “While Jim brings a wealth of experience and knowledge about the ammunition and component market, we are excited for his strength in leadership and strategy. Jim receives high praise & recommendations by many industry peers and competitors and we look forward to him leading our businesses.”

Images courtesy Barnes Bullets and Jim Bruno/LinkedIn

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