

Mike Lum

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My career is exclusively focused on the promotion of outdoor recreational activities and sales of related goods and services, specialized in recreational fishing, camping and boating activities. I have an in-depth knowledge and understanding of the industry at all levels of distribution and marketing with decades of business relationships.

Current Position

Morton & Associates Buckley, WA
Manufacturer's Sales Representative
Territory Manager for Southwest Region

2021- Present

Work Experience

Fred Hall Shows, Inc. Camarillo, CA
General Manager

2001 – 2020

- Sales of exhibit space and sponsorships for Fishing, Boating, Travel trade shows.
- Development of floor layouts and show design.
- Developed and managed annual budgets and profitability.
- Participated in the creation of and oversaw promotions and advertising.
- Created sales incentives and promotions for exhibiting companies and attendees.
- Scheduled and managed over 400 instructional seminars and special attractions each year

Outdoor Marketplace, Inc. Thousand Oaks, CA
Vice President, Merchandise

1999 – 2001

Online business selling fishing, boating, camping and hunting products. Responsibilities included managing entire product selection, sourcing, and fulfillment from nearly 800 manufacturers for this startup online retail business at the beginning of the dot.com era.

Turner's Outdoorsman - SG Distributing Chino, California
Vice President

1996 -1999

Responsibilities included directing sales, operational and merchandising aspects of the expanding chain of fourteen retail stores.

Western-Hoegge Co.
Vice-President Merchandise

Glendale, CA

1990-1996

Responsibilities included managing the inventory and product selections while overseeing the buying department for this leading sporting goods wholesale distributor specialized in fishing and hunting covering the thirteen Western States. Accounts included Walmart, Kmart, Target along with big box and independently owned stores. My responsibilities included pricing, profit margins and maintaining fill rates for over ten million dollars in inventory.

Turner's Outdoorsman

Chino, California

1977 - 1990

Turner's Outdoorsman
Vice President

1984 - 1990

Turner's Outdoorsman
General Manager

Orange, California
1979-1984

In addition

I am currently the fundraising event coordinator for Friends of Rollo, Captain Rollo's Kids at Sea. A 501c3 non-profit organization whose purpose is to take children on their first ocean fishing adventure while educating them about the importance of protecting our marine resources. Since 1999 over 140,000 kids have benefited from this amazing program.

I am an Executive Board member of Coastal Conservation Association of California.

A member of the American Sportfishing Association. For the past 14 years, I have worked with the American Sportfishing Association in the production of their New Product Showcase at the ICAST fishing tackle industry trade show in Orlando, Florida.

My entire career has been within the fishing, boating, camping and other outdoor recreational industries. Retail and wholesale, manufacturing and distribution, sales management, marketing and promotion, etc. Throughout my career, I have assisted numerous non-profit organizations in various capacities benefiting children by providing them access to outdoor recreation and experience.