

REALTREE® MEDIA

Bill Jordan

He grew up with a fishing pole in his hands and a lake behind his house. He made his decision to play football at the University of Mississippi based on the amount of hunting land close to campus. He started Realtree because he wanted to run a business that affected the outdoors in a positive light. He is Bill Jordan — Realtree is his vision come to life.

Since 1983 and the introduction of Spartan Archery Products, Jordan's first company, he has dreamed of creating products that hunters deem necessary in the woods. From the first pattern of bark, which was literally traced from an old oak that still stands in his parents' yard, to Jordan's latest pattern, All-Purpose, innovation has, and always will be the key to Realtree's success.

“I attended my first SHOT Show in 1986 with only a few garments and the idea that I would have to figure everything else out when I got there,” said Jordan. “And ever since that chaotic first SHOT show, Realtree has been driven by innovation and strong partnerships.”

Following his first show, Jordan returned to Columbus, Ga., and, with the help of a few employees, moved into Realtree's first office, an old church near downtown. Though times were often tough, the team continued to work together and Jordan continued to stress the importance of promotion. Jordan sent effectiveness photos to manufacturers, established word-of-mouth campaigns to drum up talk of Realtree, and showed his passion and belief in his company with every conversation he held.

Today, Jordan and Realtree still believe in connecting people to the outdoors. From new partners to old hunting friends, Realtree truly is about Family, Friends and the Outdoors.

Jordan lives with his wife, Shannon, in Columbus. They have two children, Tyler and Graycen.