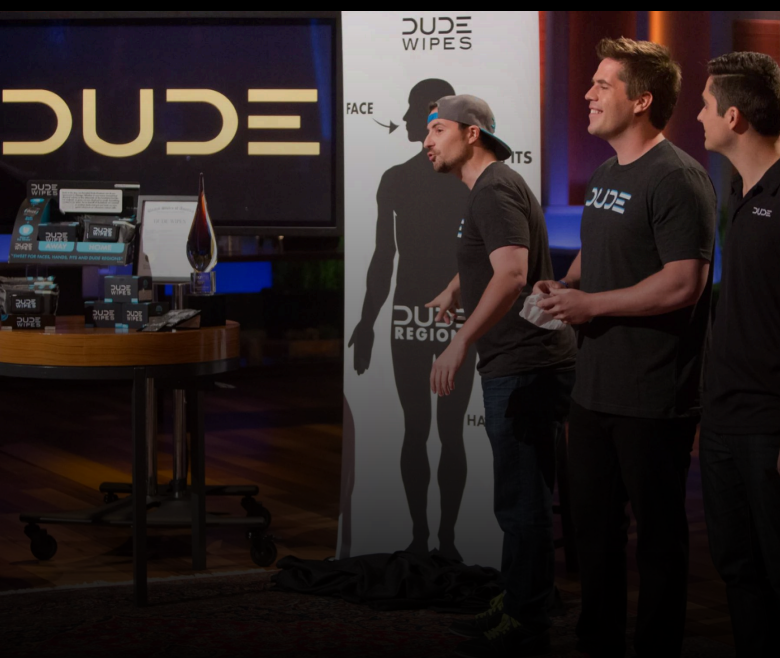


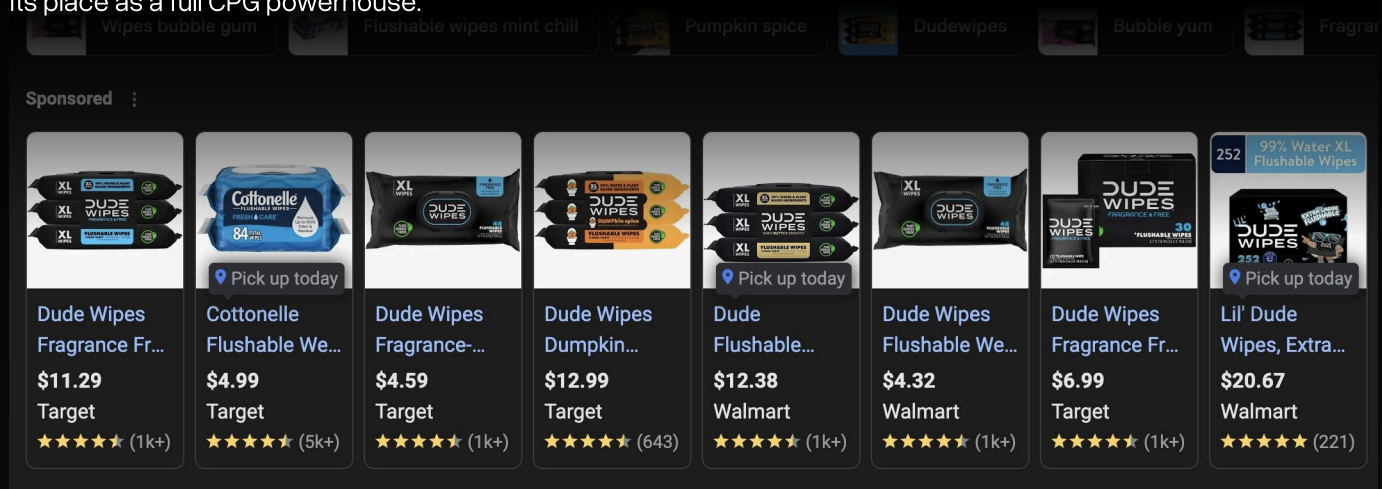


The Bottoms-Up Team Build That Keeps DUDE Wipes Flush With Success

Three dudes walk into a Shark Tank, pitch a million-dollar idea, and walk out—well, on a roll and with the deal of a lifetime.

HuntClub

At the time, Sean Riley (Chief DUDE Officer), Ryan Meegan (Chief Marketing DUDE), and Jeff Klimkowski (Chief Financial DUDE) asked for \$300,000 for 10% equity, projecting about \$1.5 million in sales. (S)wipe forward: DUDE Wipes has blown past that early projection. Today, the brand is sold in tens of thousands of stores, partners with giants like Target, Walmart, Kroger, and Amazon, and brings in hundreds of millions in annual revenue, cementing its place as a full CPG powerhouse.



Today, you've probably seen DUDE Wipes on every store shelf, or even in your own bathroom. What started as a Shark Tank underdog has since rocketed into a household (bathroom) name. With sales surging, new products launching, and investors raising the stakes, the DUDE team had to level up fast. That meant building out operations, finance, marketing, and leadership — a true bottoms-up transformation to keep growth flowing.

Talk about pressure on the throne.

From operations to executive leadership, Hunt Club supported DUDE Wipes in assembling the talent foundation for scale, investment readiness, and category leadership.

It was the chance to help build a transformational team in an industry-defining category — one that needed top talent across the exact functions we specialize in: operations, finance, marketing, leadership, and more. Fast-growing companies require transformational hires, and DUDE Wipes was no exception.

And for those reasons, we were all in.



Wiping Out Growing Pains

THE APPROACH

The philosophy was simple: hire the right leaders first, then help build out their teams underneath them. By putting decision-makers in place at the top, each function could grow organically, with the right hires layered in at exactly the right time.

ROLES HIRED:

VP of Operations

Placed a critical senior leader first and empowered them to build their own teams, adding:

Director of
Supply Chain
Strategy

Director of
ECommerce

Director of
HR

Operations team—built to support day-to-day execution:

Operations
Coordinator

Supply & Demand
Planning Manager

Operations
Analyst

“Success here wasn’t tied to just one ‘game-changer’ hire. Every role was a critical piece of the puzzle.”

SEAN RILEY, CHIEF DUDE OFFICER

THE CHALLENGE

When sales quadrupled and shelves expanded nationwide, DUDE needed an operations backbone that could keep up with explosive demand — without losing momentum or sight of who they are.

- Retail sales quadrupled to \$220M by 2024
- Expanded into 20,000+ stores nationwide
- Needed broader structure and scalable operations to keep pace with demand



THE IMPACT

Built an operations engine strong enough to support explosive growth and national retail scale.

Strategically layering leadership and execution roles, DUDE Wipes developed a fully integrated operations function capable of managing unprecedented demand. Forecasting became more accurate, fulfillment processes more streamlined, and supply chain bottlenecks were eliminated before they could slow growth.

Built to Handle the Load

THE CHALLENGE

New wipes for little dudes, outdoorsy dudes, and every type of dude in between meant the company needed fresh product and supply chain muscle to deliver.

- Launch of Lil' DUDE Wipes and niche/outdoor SKUs (Amazon, 2024)
- Needed support in executing operations and moving “wipes to butts” while maintaining product strategy and supply reliability

THE APPROACH

DUDE Wipes’ product expansion demanded a team that could execute flawlessly while keeping innovation moving at full speed. Rather than relying on a single hire or generic planning function, we partnered to layer specialized roles across product management and supply chain. As Riley puts it, the key priority here was to simply move more “wipes to butts”.

THE IMPACT

Created the cross-functional link between innovation and supply chain execution.

With the right hires in place, DUDE Wipes could forecast demand more accurately, streamline supply coordination, and launch new products without disruption. The team ensured every new SKU landed on shelves efficiently and maintained the high standard of quality consumers expect — proving that having the right people in the right roles is the fastest way to move products from concept to customer.



ROLES HIRED:

PRODUCT MANAGER

Driving product vision, managing launch strategy, ensuring new SKUs align with brand goals

CATEGORY INSIGHTS ANALYST

Providing data-driven insights to inform product strategy, identifying trends and opportunities

MANAGER, DEMAND PLANNER

Coordinating demand across multiple SKUs and retail channels

SENIOR DEMAND PLANNER

Forecasting and anticipating spikes in demand to avoid stockouts

SENIOR SUPPLY PLANNER

Ensuring production and inventory are aligned with demand forecasts, managing logistics coordination.

TO BUTTS



Rolling Big on Brand



THE CHALLENGE

From viral online moments to national ad campaigns and NFL sponsorships, DUDE needed marketing hires who could take them from the locker room to the big leagues.

- Building a team to support rapid national recognition following Bain & Co. 2024 Insurgent Brands recognition
- Managing high-profile campaigns and sponsorships (national ad campaigns, NFL “Tush Push” partnership, and Super Bowl LVIII) while maintaining brand consistency
- Scale marketing to match the brand's rapid growth and cement its status as an industry innovator

THE APPROACH

To build a marketing team capable of elevating DUDE from viral sensation to national powerhouse, we focused on sourcing talent that combined creative excellence with a deep cultural fit.

Here's what we focused on:

Culture & Collaboration: Candidates who fit DUDE's unapologetically bold culture and could roll with the needs of a rapidly growing brand.

Impact-Driven Creativity: Team members who could turn outrageous ideas into real business wins.

Strategic Versatility: Talent who could run campaigns anywhere—from social feeds to Super Bowl screens—without missing a beat.

ROLES HIRED:

STRATEGIC LEADERSHIP

Brand Strategy Leader

CREATIVE LEADERSHIP

Creative Director

EXECUTION & AMPLIFICATION

Influencer Marketing Manager

Field Marketing Coordinator

Jr. Graphic Designer

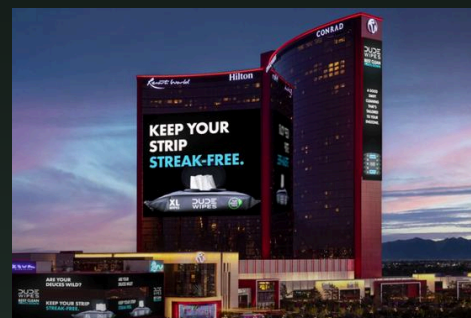
“Above all, we looked for dedicated, creative talent and culture fits.”

SEAN RILEY, CHIEF DUDE OFFICER

THE IMPACT

Shifted DUDE from viral disruptor to household name and created a cohesive, multi-channel brand voice across retail + digital that supported the drive to \$220m.

Well... who hasn't heard of DUDE? This marketing team has made a massive...mark.



For the Messiest #1s and #2s

THE APPROACH

More money, more problems, as they say.

As DUDE rolled into 20,000+ stores, “more wipes” meant more transactions, more complexity. Accurate forecasting, disciplined reporting, and operational rigor became critical to support both investor confidence and long-term strategic planning.

Together, we layered for big-picture vision + day-to-day precision to ensure DUDE scales cleanly.

THE CHALLENGE

With investors stepping in and growth accelerating, DUDE needed strategic finance leaders capable of scaling operations, driving financial insight, and supporting aggressive expansion plans.

- Private equity investment from TSG Consumer Partners (2025)
- Expansion into 20,000+ stores demanded financial discipline + reporting rigor

ROLES HIRED:

PAPER TRAILBLAZERS

FP&A Manager

Controller

KEEPING IT ALL CLEAN

Accounting Manager

2x Staff Accountants

THE IMPACT

Transformed into a scalable business now positioned to sustain growth and seize even more opportunities.

- DUDE now holds 1% of the \$11B toilet paper category
- Established frameworks to scale finance alongside retail and digital expansion, setting the foundation for projected \$500M annual sales within five years and long-term ambition to **become a \$1B brand**



GETTING THE RIGHT BUTTS IN SEAT, ONE ROLE AT A TIME

“Hunt Club understands DUDE Wipes and the marketplace of talent. I know they will bring us talented folks and help weed out cultural misfits in the process. Your talent partner has to understand your culture, otherwise they are just sending resumes.”

SEAN RILEY, CHIEF DUDE OFFICER



No square pegs in round holes. No culture clogs.

Just a clean, efficient pipeline of talent that keeps the company rolling to achieve its goals. When it comes to scaling, it turns out the right hires really do make everything smoother.

A BIT ABOUT **HuntClub**

Hunt Club is an executive search firm for pre- and post-IPO companies, private equity and venture capital firms, and their portfolio business leaders who require access to high-quality talent beyond the reach of typical recruiters.

By combining proprietary candidate data, a purpose-built technology platform, and an exclusive referral network, Hunt Club uncovers and provides access to the full talent market—including active, passive, and hidden candidates—enabling faster, more confident hiring of key leaders and teams without compromising on fit.

