

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

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

SEAN RILEY, CHIEF DUDE OFFICER

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, product, finance, marketing, leadership, and more — a true bottoms-up transformation to keep growth... flowing.



Roles Hired

AVERAGE TIME TO PLACE: 40 DAYS

OPERATIONS, PRODUCT & SUPPLY CHAIN	MARKETING & SALES	PEOPLE, FINANCE & ACCOUNTING
• VP, Operations • VP, eCommerce • Director of Supply Chain Strategy • Product Manager • Manager, Supply & Demand • Sr. Demand Planner • Sr. Supply Planner • Sr. Analyst, Systems & Platform • Category Insights Analyst	• Director, Brand Strategy • Creative Director • Field Marketing Coordinator • Influencer Marketing Manager • Jr. Graphic Designer • Sales Manager, Grocery • Sales Support Analyst	• HR Director • Controller • FP&A Manager • Accounting Manager • 2x Staff Accountants
THE IMPACT Bridged innovation and supply chain to sharpen forecasts, tighten supplier coordination, and expedite launches — fueling explosive growth and national retail scale to 20,000 stores.	THE IMPACT Shifted DUDE from viral disruptor to household name — creating a GTM motion to envy and a cohesive, differentiated voice across retail and digital that powered the run to \$220M.	THE IMPACT Transformed into a scalable business positioned to sustain growth and achieve \$500M in five years, with a long-term ambition to become a \$1B brand.

Getting the Right Butts In Seat, One Role At a Time

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.

“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