

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): June 6, 2022

American Outdoor Brands, Inc.

(Exact Name of Registrant as Specified in Charter)

Delaware
(State or other jurisdiction
of incorporation)

001-39366
(Commission
File Number)

84-4630928
(IRS Employer
Identification No.)

1800 North Route Z, Suite A
Columbia, Missouri
(Address of principal executive offices)

65202
(Zip Code)

(800) 338-9585
(Registrant's telephone number, including area code)

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, Par Value \$0.001 per Share	AOUT	Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On June 6, 2022, Luis G. Marconi was appointed to our Board of Directors. Mr. Marconi, age 55, served in a number of capacities at Hormel Foods for over 22 years from 2000 to 2022, most recently in the role of Group Vice President of the Grocery Products Division from September 2016 until June 2022, and prior to that as Vice President of Marketing, Grocery Products, from 2012 to 2016. Mr. Marconi began his career with The Quaker Oats Company in 1988, where he served for nearly ten years in several marketing positions for the company's Andean Region. He served as board member of MegaMex Foods, LLC, the Hormel Joint Venture with Herdez Del Fuerte Mexico, from 2012 until 2021. He also served as board member of other Hormel related Joint Ventures, such as Carapelli LLC from 2007 until 2009, and Hormel Cinta Azul LLC from 2001 until 2005. Mr. Marconi also served on the boards for the non-for-profits Welcome Center, from 2019 to 2022, and the University of Wisconsin International Business Program, from 2007 to 2008. Our Board of Directors believes that Mr. Marconi's extensive leadership experience, including over 34 years leading and growing consumer brands in the United States and Latin America, combined with his depth in strategy, mergers and acquisitions, joint ventures, and board governance, provide the requisite qualifications, skills, perspectives, and experience that make him well qualified to serve on our Board of Directors.

Mr. Marconi graduated from Pontifical Xaverian University in Colombia with a Bachelor of Science degree in Industrial Engineering and received his MBA from Icesi University. He is also a graduate of the University of Minnesota Carlson School of Management Executive Program.

There are no arrangements or understandings between Mr. Marconi and any other person pursuant to which Mr. Marconi was selected as a director. There are no transactions involving Mr. Marconi that would be required to be reported under Item 404(a) of Regulation S-K.

On June 7, 2022, we issued a press release announcing Mr. Marconi's appointment to our Board of Directors. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated by reference into this Item 5.02.

Item 9.01. Financial Statements and Exhibits.

(d) *Exhibits.*

Exhibit Number	Description
99.1	Press release from the Registrant, dated June 7, 2022, entitled "Luis G. Marconi Joins Board of American Outdoor Brands"
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN OUTDOOR BRANDS, INC.

Date: June 7, 2022

By: /s/ H. Andrew Fulmer

H. Andrew Fulmer
Executive Vice President, Chief Financial
Officer, and Treasurer

Contact:
Liz Sharp, VP, Investor Relations
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(573) 303-4620

Luis G. Marconi Joins Board of American Outdoor Brands

COLUMBIA, Mo., June 7, 2022 – American Outdoor Brands, Inc. (NASDAQ Global Select: AOUT), an industry leading provider of products and accessories for rugged outdoor enthusiasts, today announced that Luis G. Marconi, 55, has joined the company's Board of Directors as an independent director. Most recently as Group Vice President of Grocery Products at Hormel Foods Corporation, Marconi is an accomplished P&L leader, Fortune 500 corporate officer, and board member with over 34 years of leadership experience in the food and beverage industry in the United States and Latin America, with depth in strategy, M&A, joint ventures, and board governance.

Barry M. Monheit, Chairman of the Board of American Outdoor Brands, said, "Luis' experience and expertise are a tremendous fit with our strategic objectives, which include growing our diverse consumer outdoor brand portfolio, both organically and through potential acquisitions. In addition, his experience in leading and growing consumer brands globally in international markets at both Hormel Foods Corporation and The Quaker Oats Company will allow him to make meaningful contributions toward our efforts to grow our business in both domestic and international markets."



Luis G. Marconi

Marconi began his career with The Quaker Oats Company, where he served for nearly ten years as Group Product Manager for the company's Andean Region. He then joined Hormel Foods, a \$12 billion global branded food company based in Austin, Minnesota, where he built an accomplished 22-year career, initially as the Sales & Marketing Manager of Latin America, and most recently as Group Vice President of the \$3+ billion Grocery Products division, the second largest of the company. He also led a Hormel Foods/Rica Rondo Joint Venture in Colombia in the late 1990's.

Marie Wadecki, Chair of the Nominations and Corporate Governance Committee, said, "We are pleased that our recent search has resulted in the appointment of Luis to our board. His experience and skill set demonstrate our commitment to ensuring that our board composition can best address the evolving needs of our business. With this appointment, our board now comprises six directors, half of whom represent diverse communities: female, Latino."

Marconi graduated from Pontifical Xaverian University in Colombia with a Bachelor of Science degree in Industrial Engineering and received his MBA from Icesi University. He is also a graduate of the University of Minnesota Carlson School of Management Executive Program in Minneapolis, Minnesota.

About American Outdoor Brands, Inc.

American Outdoor Brands, Inc. (NASDAQ Global Select: AOUT) is an industry leading provider of outdoor products and accessories, including hunting, fishing, camping, shooting, and personal security and defense products, for rugged outdoor enthusiasts. The company produces innovative, top quality products under its brands Caldwell®; Wheeler®; Tipton®; Frankford Arsenal®; Hooyman®; BOG®; MEAT!; Grilla Grills®; Uncle Henry®; Old Timer®; Imperial®; Crimson Trace®; LaserLyte®; Lockdown®; ust®; BUBBA®; and Schrade®. For more information about all the brands and products from American Outdoor Brands, Inc., visit www.aob.com.