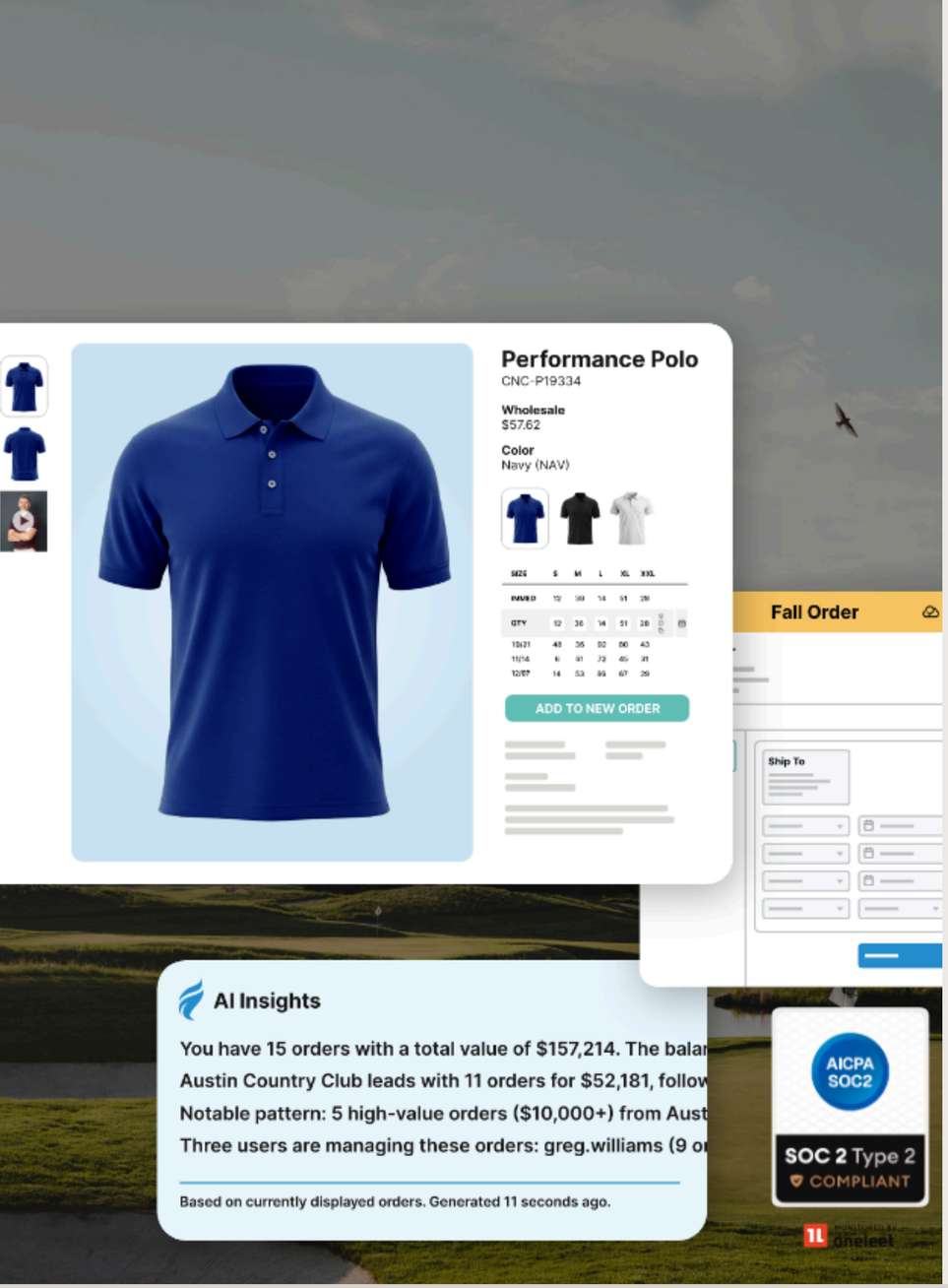
RepSpark

Press Kit



Company Overview



RepSpark is a B2B wholesale e-commerce platform that helps brands, sales reps and retailers simplify wholesale operations, improve the buying experience and drive sustainable growth.

Founded in 2007 by industry insiders Meghann Butcher and her father, RepSpark was built to solve the challenges wholesale teams face every day, including inaccurate orders, outdated inventory information, manual processes and rising customer service demands. Today, the platform supports more than 250 brands and 100,000 retailers across categories including golf, apparel, footwear, outdoor, fitness, swim, surf and tactical.

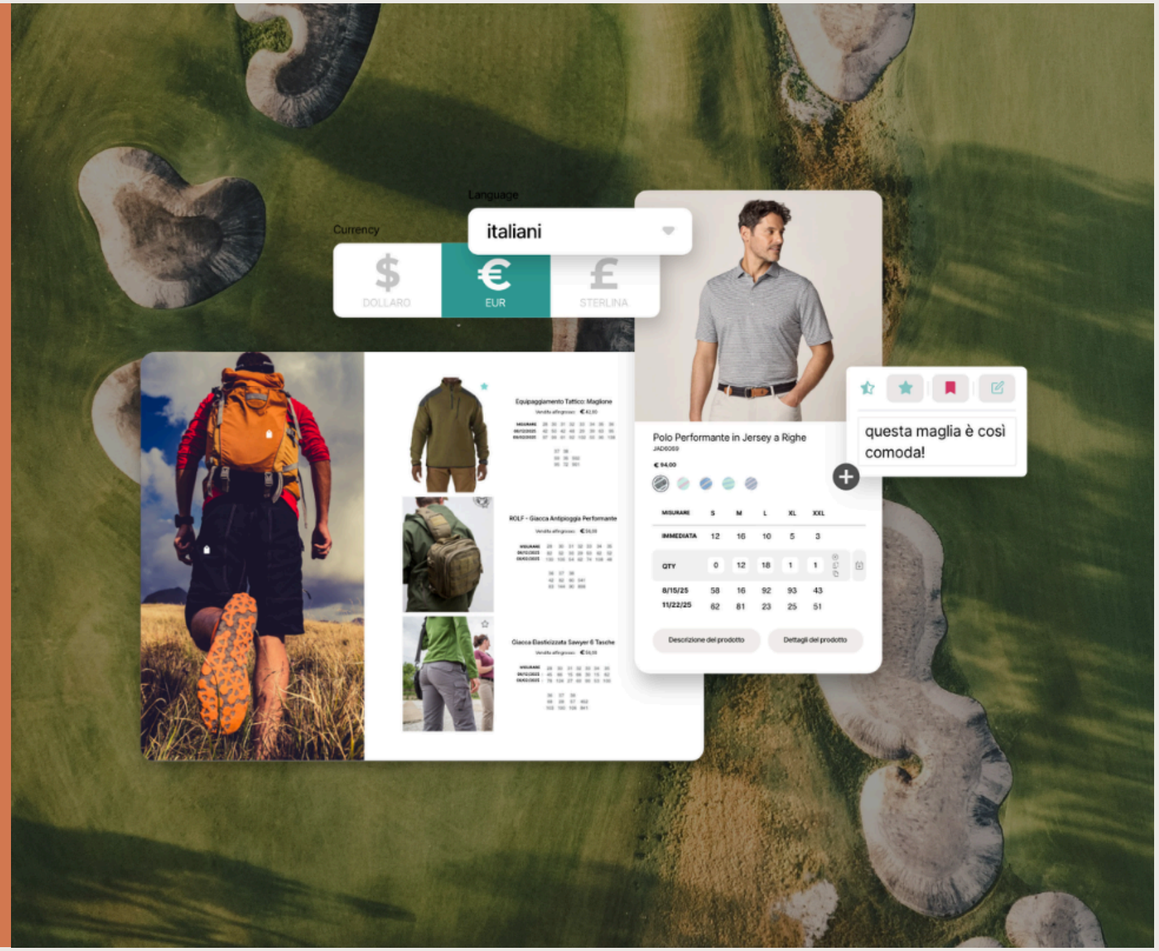
RepSpark connects the wholesale ecosystem through online order entry, digital catalogs, branded microsites, custom assortments, real-time inventory visibility, ERP integrations, analytics and accounts receivable tools. The platform gives retailers convenient, 24/7 access to brands while helping sales teams spend less time managing orders and more time building relationships.

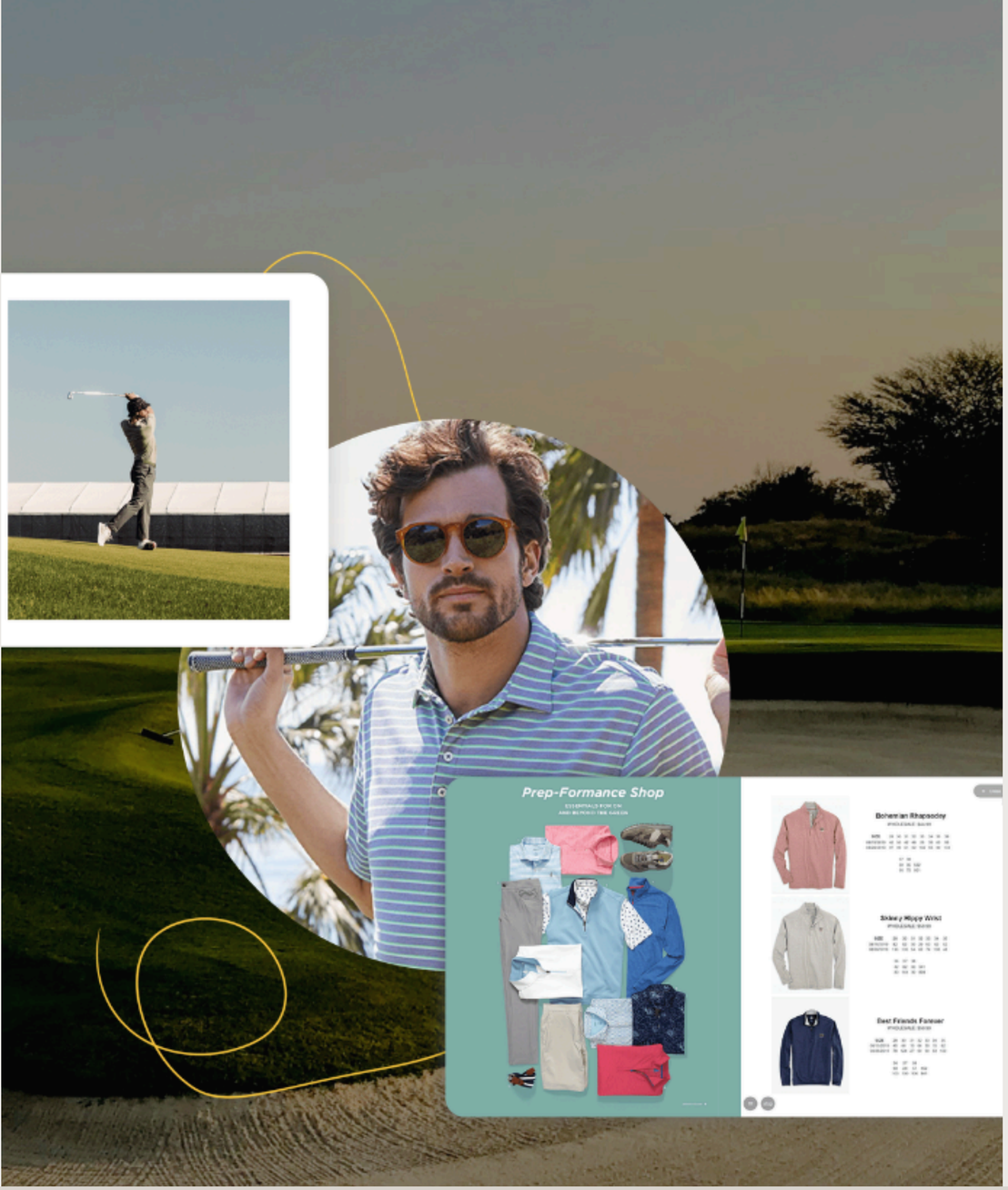
RepSpark pairs intuitive, retailer-friendly technology with the operational depth growing brands need to manage complex wholesale businesses. Its service model extends beyond the software, with support for onboarding, ERP integration, training, adoption and ongoing account management.

Based in Anaheim, California, RepSpark is led by co-founder and CEO Meghann Butcher. The company helps wholesale brands sell smarter, operate more smoothly and scale their retail networks through connected digital commerce.

RepSpark at a Glance

- Founded in 2007
- B2B wholesale e-commerce platform
- Supports more than 250 brands and 100,000 retailers
- Serves wholesale brands in golf, apparel, footwear, outdoor, fitness, swim, surf and tactical
- Connects brands, sales representatives and retailers through digital ordering, catalogs, inventory tools and analytics
- Helps wholesale teams simplify operations, improve the buying experience and drive growth





The RepSpark Approach

Built around wholesale expertise
RepSpark helps brands, sales representatives and retailers manage wholesale operations on one connected platform.

Made for complex sales operations
RepSpark supports multiple sales channels, product categories, retail accounts and buying cycles. Its tools reduce manual work and help improve order accuracy.

Partnership over software
RepSpark supports implementation, ERP integration, training and adoption, helping customers put the platform to work.

Technology-enabled selling
RepSpark offers digital catalogs, branded microsites, online ordering, inventory visibility and analytics to make wholesale buying more efficient.

Focused on growth and adoption
RepSpark helps teams spend less time on administrative work and more time selling and supporting accounts. The platform scales with growing wholesale networks.

Where RepSpark Shows Up



SPECIALTY BRANDS & RETAILERS

- 250 brands across golf, sport, outdoor and lifestyle apparel
- 100,000 retailers worldwide
- Brands including Antigua, Johnnie-O, Greyson, Sun Mountain, and Southern Tide
- More than $4 billion in annual B2B transactions

GOLF WHOLESALE

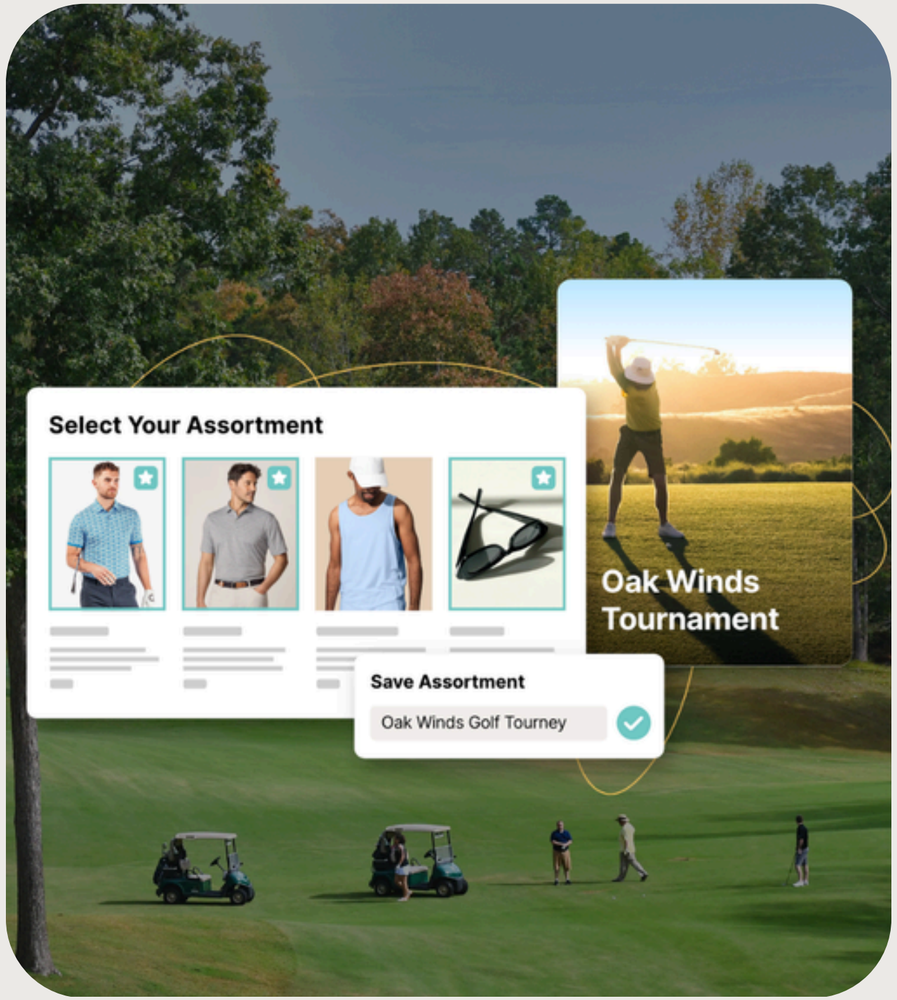
- The majority of the Association of Golf Merchandisers (AGM) members use RepSpark
- More than 9,000 U.S. green-grass retailers
- PGA of America strategic alignment
- Tournament ordering and club logo customization

CONNECTED WHOLESALE OPERATIONS

- Digital catalogs and branded buying experiences
- Digital ordering with available inventory views
- Product customization and licensing workflows
- ERP, API and accounting integrations
- Accounts receivable, invoicing and reporting
- SOC 2 Type 2 Certified for Secure Scaling

RepSpark

Growth & Momentum



RepSpark is experiencing sustained growth as brands and retailers seek more efficient, connected ways to manage B2B wholesale commerce across golf, sport, outdoor and lifestyle apparel.

The company’s growth has been supported by its position in golf wholesale, where a majority of Association of Golf Merchandisers members use the platform daily, and by its strategic alignment with the PGA of America. A $22 million investment from Headlight Partners is helping accelerate product development, enterprise capabilities and deeper integrations across golf and other specialty retail markets.

Throughout its expansion, RepSpark has remained focused on pairing software with hands-on service. The company works closely with brands, sales teams and retailers to support implementation, ERP integration, training and adoption, helping customers strengthen relationships and scale their wholesale operations.

In 2026, RepSpark was named to the Inc. 5000 for the fifth consecutive year.



RepSpark

Leadership & Media Spokespeople



CHIEF EXECUTIVE OFFICER

Meghann Butcher

Meghann Butcher is co-founder and CEO of RepSpark, where she leads the company's growth as a B2B wholesale commerce platform for brands, sales teams and retailers across golf, sport, outdoor and lifestyle apparel. She grew up in her father's apparel businesses, gaining firsthand experience in warehouses, at trade shows, and in sales and customer service before building a career of her own.

Meghann joined RepSpark after independent sales representatives began asking to use her father's early order-entry system across their other brands. Working alongside RepSpark's first chief technology officer from an attic, she helped turn the early software into a platform designed for the complexities of wholesale commerce. By staying close to users and joining sales representatives in the field, she shaped product development around real-world needs, including digital catalogs, retailer ordering, inventory visibility, product customization and event microsites.

Under Meghann's leadership, RepSpark now serves more than 250 brands and 100,000 retailers worldwide, powering more than $4 billion in annual B2B transactions. The company has been named to the Inc. 5000 for five consecutive years and has become a leading platform in golf wholesale, where it supports a majority of Association of Golf Merchandisers retailers. Meghann is known for her direct, hands-on leadership style and focus on building accountable teams, solving practical problems, and helping brands and retailers operate more efficiently.

MEDIA EXPERTISE:

- Scaling B2B wholesale technology for specialty brands and retailers
- Modernizing golf and specialty apparel wholesale operations
- Connecting e-commerce platforms, ERP systems and real-time inventory data
- Building retailer-friendly technology for complex sales operations
- Female leadership, company culture and growing RepSpark from an attic startup to a five-time Inc. 5000 company



SVP OF SALES

Sawyer Frank

Sawyer Frank is a sales executive with more than a decade of experience driving growth across SaaS, e-commerce and enterprise solutions. He has led global teams, developed go-to-market strategies, expanded into new markets and secured multimillion-dollar partnerships.

Known for combining data-driven decision-making with a people-first approach, Sawyer builds trusted relationships, develops scalable sales processes and helps sales organizations deliver lasting customer value, strengthen retention and drive consistent revenue growth.

Media Expertise:

- Enterprise sales leadership and revenue growth
- Go-to-market strategy and sales organization scaling
- Strategic partnerships and global business development
- SaaS, e-commerce and enterprise technology solutions



DIRECTOR OF MARKETING

Tim McLain

Tim McLain is a B2B marketing, branding and communications professional with more than 25 years of experience driving growth through strategic planning and execution. He is a hands-on leader, company spokesperson and thought leader who develops products, content and messaging to support sales growth.

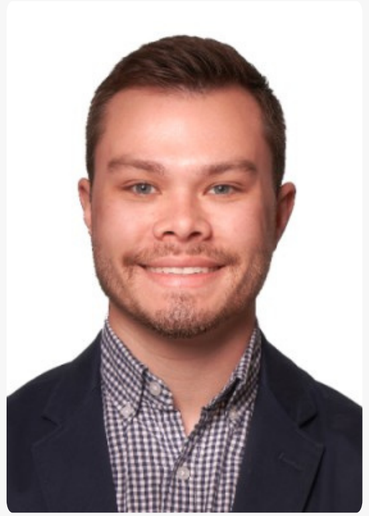
With strong technical knowledge and broad business insight, Tim brings expertise in product marketing, team leadership, budget management and performance planning. He uses key performance indicators and objectives and key results to align marketing efforts with company goals.

.

Media Expertise:

- B2B marketing, branding and communications
- High-growth strategy and go-to-market execution
- Product marketing and management
- Sales enablement and revenue-driving content
- Marketing leadership, team development and budgeting

RepSpark



DIRECTOR OF PRODUCT MANAGEMENT

Tom Robinson

Tom Robinson leads product management at RepSpark, bringing expertise in product strategy, technology and complex B2B e-commerce systems. He helps modernize the platform and shape how the company develops and scales products for its next stage of growth.

Tom also leads RepSpark Flow, a major update to the platform's technology, user experience and ordering process. His work focuses on simplifying complex systems and building scalable products that better serve brands and retailers.

MEDIA EXPERTISE:

- Product strategy and innovation
- B2B e-commerce and wholesale technology
- Platform modernization and digital transformation
- Product development and scalable technology



VP OF CUSTOMER EXPERIENCE

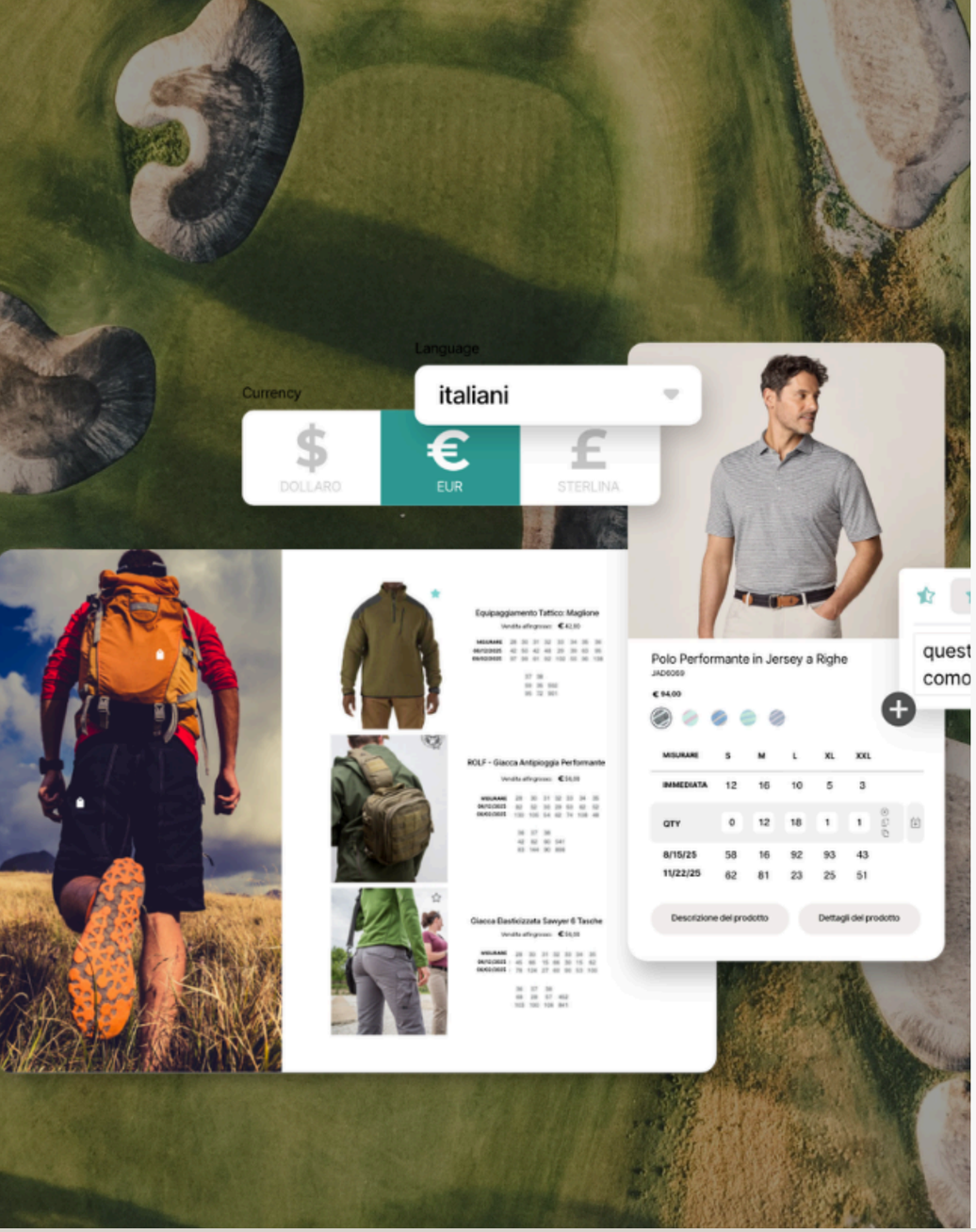
Jordan Cain

Jordan Cain leads customer experience at RepSpark, bringing nearly two decades of experience in technology and startups. With a cross-functional perspective spanning sales, operations, fintech and customer experience, Jordan helps brands simplify complex processes, strengthen retailer relationships and drive growth.

Guided by the belief that "clarity is kindness," Jordan takes a consultative, human-centered approach to solving business challenges and helping customers get more value from their wholesale operations.

MEDIA EXPERTISE:

- Customer experience strategy and human-centered technology
- B2B wholesale commerce and sales infrastructure
- Retailer adoption, training and change management
- Industry insights, customer pain points and thought leadership



RepSpark

Official Boilerplate

RepSpark is a leading B2B wholesale e-commerce platform that helps brands and retailers across sport, outdoor, golf and lifestyle apparel build stronger wholesale relationships through digital ordering, product customization, event microsites, digital catalogs and connected wholesale operations.

RepSpark serves 250 brands and 100,000 retailers worldwide, powering more than $4 billion in annual B2B transactions. The company has been named to the Inc. 5000 for five consecutive years. Learn more at repspark.com.

RepSpark in the Press

THE GOLF WIRE

SPORTING GOODS INTELLIGENCE
News and Analysis of the International Market

THE BUSINESS OF GOLF

Street & Smith's SBJ SPORTS BUSINESS JOURNAL

SGB MEDIA

BUSINESS INSIDER

RepSpark

FOLLOW US ON SOCIAL:
Instagram
LinkedIn
Facebook

PRESS INQUIRIES:
Kaci Pollack
See.Spark.Go
kaci@seesparkgo.com
678-895-4488

IMAGERY + B-ROLL
AVAILABLE UPON REQUEST