Michael Birch is an experienced, forward-thinking leader skilled at developing great strategy, building great teams, and driving world class execution. He has a history of delivering extraordinary results. In his previous executive role at Boart Longyear, Michael doubled the size of a business unit from $700M in 2009 to $1.5B by year end of 2012. He achieved this growth by hiring over 8,000 employees and leaders across 40 countries. He was also a member of the executive team responsible for the $2.3 billion IPO of Boart Longyear on the Australian Stock Exchange. Prior to this, Michael worked in varying sales and marketing leadership positions at Black & Decker culminating in his assignment as a General Manager over Baldwin Hardware. While at Black & Decker, he was also a part of a leadership team that launched the DeWalt Industrial Power Tool brand in the U.S. and Europe. The DeWalt story is now a case study used by the best business schools across the country.

Michael is currently the Chief Executive Officer at Action Target. Since joining the company in 2014, he has redefined the direction of the business and strategically expanded the company’s offerings. He is unrelenting in his desire to challenge the status quo and redefine the shooting range industry through continued innovation. Action Target has seen tremendous growth and continues to revolutionize the shooter’s experience.