



Robert C. George Jr.

### **Meet the man behind the business The latest updates**

Robert C. George Jr. President/CEO of Shooters Sports clothing brand is a native Washingtonian and Graduate of Eastern High School. He also has a Bachelor of Science Degree in Business Management from Virginia State University.

Robert was a product of a single-family household where his mom Carole F. George, a native SE Washingtonian and youngest of 8 siblings, took great pride instilled the importance of hard work and determination. She encouraged him follow his dreams and to never give up.

Roberts Father and Uncles where also very influential in his development and where staples throughout the city with their athletic abilities and willingness to give back. They helped him navigate the streets and pitfalls through the 80s in Washington DC.

Robert is a very goal oriented driven person that thrives on seeing people empower

# ROBERT C. GEORGE JR.

PRESIDENT/CEO SHOOTERS USA LLC

## **EDUCATION**

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**BACHALOR OF SCIENCE IN BUSINESS MANAGEMENT**  
VIRGINIA STATE UNIVERSITY 1988-1994

## **WORK EXPERIENCE**

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### **28 YEARS AS A SUCESSFUL ENTREPRENUER**

SHOOTERS SPORTS isn't just a local clothing brand; it's a lifestyle. Shooter Rob, as affectionately dubbed by his fans, inspires everyone to "Never Stop Shooting for Your Goals." Robert founded SHOOTERS SPORTS in 1997, merging business acumen with an understanding of DC's urban street culture. With 27 years in the DMV apparel industry, he's turned the negative stereotype of "SHOOTER" into a positive philosophy. "SHOOTERS" now symbolizes the courage to "Never Stop Shooting for Your Goals", embodying everyone's dreams, aspirations, and victories. This has now become the MOTO for his business.

## **G.I.M.Z. INC COMMUNITY BASE NONPROFIT**

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Robert has established a 501c3 nonprofit named G.I.M.Z., aiming to serve the underserved community through education and empowerment towards life goals. Shooter Rob, throughout his 27-year journey, has consistently given back to his community. He sponsors local youth sports and organizes free events fostering community cohesion. He stands as a beacon of successful black-owned businesses in the area. By staying connected with the community, he can keep his finger its pulse which allows him to adapt quickly, making the necessary changes to continue to be successful.

themselves. The power of taking a negative situation and turning it to a positive has been the challenge that Robert has experience and learn to overcome throughout his life. He is an example and staple of a successful black owned business in the community.

Our youth are hidden G.I.M.Z in the community possessing untapped potential, talents, and capabilities that, although not fully recognized or acknowledged, have the capacity to positively impact and enrich our community when discovered and nurtured. These young people often possess unique skills, creativity, and perspectives that, when uncovered and supported, can contribute significantly to the growth, innovation, and betterment of our communities.