

DUDE PERFECT · FRISCO, TEXAS

Chief Executive Officer

carterbaldwin
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ABOUT DUDE PERFECT

Dude Perfect began in 2009 as five college friends filming trick shots in a Texas A&M/College Station backyard. Their YouTube phenomenon gained immediate online popularity and has continued to build momentum. Now, 17 years later, Dude Perfect has become a leading sports and entertainment platform with 60M+ YouTube subscribers, 16B+ YouTube views, and 100M+ social media followers. Beyond their core online channel, the Dude Perfect enterprise spans live touring events, branded merchandise, and an adjacent outdoor channel. Several new ventures are also in the works to expand the brand into consumer snacks and an entertainment retail venue called Trick Shot Town.

2009
FOUNDED · FRISCO, TX

100M+
TOTAL SOCIAL FOLLOWING

20+
GUINNESS WORLD RECORDS

A-List
ATHLETE COLLABS INCLUDING AARON RODGERS AND SERENA WILLIAMS

The creative brilliance of Dude Perfect stems from the personalities and energy of the 5 founder "Dudes": Tyler, Cody, Garrett, Cory, and Coby. They pioneered a series of hundreds of different trick shot scenarios that has grown into a steady stream of content, continuing to leverage the core trick shot model while expanding into a bucket list travel series, a sold-out national live arena tour, and other adjacencies. Inherent in all of this is a commitment to bringing family friendly content and encouragement to young people worldwide that is rooted in the Dudes' commitment to their Christian faith. This combination of compelling, values-based content is in high demand and fuels the Dude Perfect enterprise.

It is no surprise that with growth, scale, momentum, and global exposure, Dude Perfect has attracted outside capital to help it move towards the next phase of growth. Highmount Capital recently invested $100M in the enterprise, and over the past 2 years Dude Perfect has grown to 80 employees, primarily housed at their new 80,000 square foot Dude Perfect headquarters and production playground in Frisco, TX. Highmount, the Dudes, and the entire Dude Perfect enterprise are committed to growth, thriving, giving back, spreading joy, and glorifying Jesus Christ in all they do.





OUR MISSION

“The mission of Dude Perfect is to serve families with the most trusted entertainment on earth.”

COBY COTTON, CO-FOUNDER, DUDE PERFECT

Bringing this mission to life means serving families with clean entertainment that parents can trust; keeping an uplifting tone through trick shots, comedy, and entertainment that spreads joy; and using Dude Perfect’s massive global platform to glorify Jesus Christ and encourage audiences.

Growth and mission accomplishment are linked for Dude Perfect. A thriving business is the fuel that allows Dude Perfect to reflect their message of faith, positivity, and encouragement to the largest audience of young people and families.

PORTFOLIO

Dude Perfect's business today spans far beyond a single YouTube channel:

- **Main Channel:** Squad Games, Almost Athletes, and Quest, the flagship content that built DP's audience.
- **Dude Perfect Outdoors:** Hunting-and-fishing channel launched in 2026, taking the trick-shot crew's stunt style into tree stands and bow hunts.
- **Overtime:** Long-form docuseries and behind-the-scenes franchise, filmed on location with partners and athletes.
- **Stereotypes & Trick Shots:** Signature short-form franchises specializing in sports adjacency content.
- **DP Gaming:** Gaming-focused content and collaborations, including Apex Legends and EA Sports.
- **Bucket List:** Travel-and-adventure series taking the Dudes around the world.
- **Trick Shot Town:** Entertainment retail concept.
- **CPG/Snack Venture:** New consumer packaged goods business.
- **Dude Perfect World:** $100 million theme park.
- **Dude Perfect Hope Foundation:** The Dudes' charitable arm, reflecting the brand's family-friendly, faith-driven mission.
- **Dude Perfect Tour:** Sold-out national arena tour, running dates through 2026.
- **Dude Perfect Shop:** Branded merchandise across youth and adult lines.
- **DP App & Podcast:** Direct-to-fan streaming app and companion podcast.
- **Dude Perfect Books:** Kids' and middle-grade titles published with Tommy Nelson, including the upcoming Operation Trick Shot.
- **Long-term ambassadorships:** Bass Pro Shops (5 years, 370M+ views) and SoFi (2+ years, 60M+ views).
- **Food & beverage collaborations:** Chipotle, Dr. Pepper, MOOYAH (Burger Battle Box), Smoothie King (Dude Perfect Smoothie), and PepsiCo/Ruffles (Flavor Swap).
- **Blue-chip brand sponsors:** BODYARMOR, Walmart, ESPN, BMW, Nike, the U.S. Olympic Team, State Farm, Goodyear, and AT&T.



RECORD BREAKERS

RECORD HOLDER

The Dudes have set more than 20 Guinness World Records. Here are some of the highlights:

Farthest Basketball Hook Shot

70 ft

Tyler Toney
Texas Christian University
Fort Worth, TX
March 30, 2016

Most Paper Breakaway Banners Run Through in 30 Seconds

12

Coby Cotton
The Dude Perfect Show Set
Frisco, TX
February 21, 2017

Greatest Height an American Football Is Caught From

563 ft

Tyler Toney
Texas Christian University
Fort Worth, TX
January 21, 2017

Greatest Height a Basketball Is Shot From

533 ft (162.485 m)

Tyler Toney
Cotton Ranch Tower
Oklahoma City, OK
April 28, 2016

Farthest Basketball Bounce Shot

91 ft 2 in

Cory Cotton
Texas Christian University
Fort Worth, TX
March 31, 2016

Farthest Distance to Hit a Moving Target with a Football Throw

30 yards

Cody Jones
Texas Christian University
Fort Worth, TX
January 24, 2017

Furthest Distance Walking on Lego Bricks

146 ft 10.99 in (44.78 m)

Tyler Toney
Frisco, TX
February 13, 2018

Farthest Basketball Shot Made with the Head

37 ft 1.5 in

Tyler Toney
Texas Christian University
Fort Worth, TX
March 30, 2016

Most Basketball Three-Pointers Made by a Pair in One Minute

19

Coby Cotton and Cody Jones
Texas Christian University
Fort Worth, TX
March 30, 2016

Farthest American Football Throw into a Target

50 yards

Tyler Toney
Texas Christian University
Fort Worth, TX
January 23, 2017

OFFICIALLY AMAZING

Farthest Basketball Shot Made While Sitting on the Court

55 ft 1 in

Cody Jones
Texas Christian University
Fort Worth, TX
March 30, 2016

THE OPPORTUNITY

Dude Perfect is at a wonderful inflection point. They have a beloved brand, a massive built-in audience, and the financial runway to grow from a content channel into a full entertainment enterprise. That growth is not an end in itself. It is the fuel for Dude Perfect's mission. A bigger, financially stronger Dude Perfect can invest more in its outdoor channel, its live tour, and other new avenues for reaching families and spreading its message. To capitalize on this potential, the Dudes and their investors are seeking a Chief Executive Officer to lead the business through its next several phases of scaling and growth.

Reporting to the board of directors, the desired CEO will bring a demonstrated ability to translate the founder-driven creative formula at Dude Perfect into a scalable content and creative platform that can support multiple business lines that drive over $100M in EBITDA. Through confident, experienced leadership and an authentic conviction behind the Dude Perfect mission, the new CEO will build the team, process, systems, and operating cadence that allow the Dude Perfect platform to reach its full potential.

Board leadership has described three core pillars they expect from the new CEO: Organization (designing, building, and leading an excellent, aligned, engaged, and successful team); Operations & Strategy (defining the strategy for Dude Perfect and ensuring the operating rhythms support successful execution); and Communication (ensuring the entire organization and external stakeholders are clear and in sync with vision, mission, values, brand, and operating cadence).



Some additional details of the role include:

- Model authentic conviction in the mission of Dude Perfect. Be a strategic partner and leader to the Dudes. Align the entire organization around the Dudes' vision and mission and the accomplishment of enterprise growth and value goals.
- Drive financial growth to a $100M+ EBITDA target, leading the full P&L and maintaining financial discipline across a rapidly scaling organization.
- Steward and grow Dude Perfect's core content engine and creative talent, ensuring the flagship channel and content pipeline stay excellent...rooted in the creative DNA of the five founder Dudes, while expanding creative talent to extend the brand and make it more durable and resilient.
- Build and lead a high-performing, entrepreneurially minded leadership team across the company's core business lines: main channel content, live experiences and tour, outdoor channel, consumer products, experiential and entertainment retail, and emerging businesses.
- Provide strategic direction and operational oversight for new business lines: the CPG and snack businesses and the entertainment retail concept Trick Shot Town. Ensure the right management is in place for new business lines and pro forma economics are supported by the board and accomplished.
- Be the principal face of the organization for large external sponsorship and brand partnership relationships, stewarding the Dude Perfect brand and economic interests.
- Model and facilitate a healthy internal dynamic, maintaining proactive, transparent communication internally with the founders, leadership team, and board, ensuring alignment from strategic decisions through execution.
- Partner deeply with the five founding Dudes as the face and creative soul of the brand, while also building the studio-model talent pipeline and bench strength that let Dude Perfect keep thriving and creating for decades to come.



THE IDEAL CANDIDATE

- A proven track record commensurate with scaling a ~$50M business to several hundred million in revenue.
- Business and financial acumen consistent with navigating the business with discipline toward ambitious EBITDA targets and shareholder value goals.
- Relevant experience in media, entertainment, brand, CPG, sponsorship and advertising-driven revenue models.
- Deep, authentic values alignment and convictions consistent with the Dudes and owners.
- A natural servant leader who brings confident energy, substantive presence, and influence without ego. Earns trust quickly and inspires the team to accomplish great outcomes.
- Adept at high-level strategy while also comfortable operating without a large support structure. Rolls up their sleeves, works the details alongside the team, flexes and adapts, and hires or layers the organization only when genuinely needed.
- A genuine, enthusiastic fan of what Dude Perfect does. Energized by the brand, the content, and the audience, as well as the business opportunity.
- Mature, emotionally intelligent, and relationally adept while also intensely results driven. Able to build authentic relationships with the founders, support and serve the board, and drive the team and business with rigor and executional excellence.





THE SEARCH TEAM

To learn more about this opportunity, please contact the CarterBaldwin search team:

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