Welcome to the Experience
Dover Saddlery – The Experience

We are a team of passionate, dedicated, and hard working professionals that take pride in all that we do. We value each member with mutual respect and integrity. We strive for operational excellence in every arena, with the primary goal of servicing our customers at a world class level at every touchpoint. We are over 750 riders strong and approach our business with a proactive and positive attitude maintaining an open environment where everyone has a voice.

As a rider, horse mom or dad, barn owner or trainer, working for the number one equestrian retailer in the industry is an exciting opportunity and is highly regarded. Our team spans the equestrian levels and disciplines – all bringing the passion, knowledge, drive and determination that they show in the saddle each day, to their positions. As a rider, it’s unlike working at a mainstream retailer. Dover offers a unique experience working with fellow riders to service the sport we love.

Dover is committed, strong, and steadfast in servicing our customers with the products we know they need and is dedicated to the ongoing development of cutting edge technologies from all over the world. The customer (horse and rider) is always at the heart of every decision made at Dover Saddlery. We value the opportunity to serve our customers, our industry, and our community as the authority in our space.
Dover Saddlery Contact Center

The contact center is “the” master control center of the business and includes contact, email, chat, and people. The team is 95% remote and located all over the country. We field all in-bound and out-bound contacts through chat, email, & calls. There can be up to 80 players on the team, covering over 230,000 contacts just last year.

Every single employee on the contact center force is a rider past or present and shares a universal love of horses. We include people from all parts of equestrian sport, all ages, disciplines and breeds on our well rounded team. The structure of our collaborative style, offers flexibility for those who need parent’s hours, holiday hours, student breaks, part time and full time.

Our goal is to provide each and every customer with world class customer service and we do everything we can to Wow & Delight each of them. WOW & Delight is a motto we work towards every day and it means making it right or our customer - no matter what the cost. Our customers are the most important part of our business and it all starts and ends with servicing their needs – this has been at the core of Dover’s brand values from day one.

Our employees stay with us, we have team members that have been with Dover over 20+ years! Our mission is to create an incredible experience for each of our customers every time, every day.
Dover Saddlery Retail Stores

Our stores are the heartbeat of Dover Saddlery. They are the nucleus and center of the horse communities they service across the United States. The Dover Saddlery store experience is second to none in the business. We house close to 5,000 products in our stores – there is no other tack shop quite like Dover where you can touch, try on, get fitted by experts, and enjoy almost any product you need.

The stores are extension of the barn community all riders cherish. A gathering place where fellow riders share learnings, shop the most recent trends and technologies, discuss upcoming events, and gain product advice. The stores are operated by a proud, dedicated, and passionate team of professionals that are knowledgeable riders who live and ride among the customers they take care of. They truly care about their customers, their needs, and that the products they purchase fit correctly and will help them succeed.

Our customers grow up in our stores, pony to horse, lesson to show, through the years, levels and disciplines. They depend on our team to help guide them with advice and service as they transition through the sport. Our store managers know their customers, families, and their animals by heart. It is not uncommon that a team member goes the extra mile to deliver an order to a farm in need, awards to a local show, or rescue during tough times.

Dover understands the importance of supporting the riding communities that supports our business and we have developed robust grassroots sponsorship and Trainer’s Rewards programs to support each local store community. This is part of our heritage and we’re proud to have supported the industry since the beginning.
Dover Saddlery Warehouse

Our warehouse is truly the hub of our business and supports every arm of the organization. There is a strong sense of pride and comradery among our warehouse team and a high degree of willingness to go above and beyond to satisfy customers. When you walk into our warehouse, you’ll feel a “do whatever it takes” energy to ensure Dover Saddlery is successful. People enjoy being busy and working together to accomplish goals. Based on demand there could be over 100 employees receiving, picking, packing, and shipping thousands of packages year-round to service our customers as optimally as possible, non-stop.

Each warehouse function requires a team effort. The operational policies and procedures are continually being reviewed for efficiency, and as a result, production and accuracy rates improve each year. These are measurable goals that are fed back to people so they can see the results of their hard work. Our warehouse never stops until the last package is delivered. The pulse of our business starts and ends here - this is understood and admired by the entire company.
Dover Saddlery Leadership

Our team is led by Brad Wolansky, Dover Saddlery’s CEO. Brad grew up working in his family’s leather luggage business learning the *ins and outs* of retail and the importance of delivering world class customer service from the ground up. Being a horse owner himself, he understands the important role that Dover Saddlery plays in our industry and with our customers.

Brad’s style is inviting, thoughtful, fair, and collaborative. Brad sets the bar high but paves the road for a results orientated organization by establishing clear goals with an overarching emphasis on operational excellence. Brad’s communication style is thoughtful, direct, and clear with consistent follow through. He has an open door policy and often reaches out to the entire employee base with video updates, emails, and townhall style meetings to stay close and let everyone know their voices matter.

Brad has surrounded himself with a dynamic, committed, and experienced senior leadership team that bring passion to their roles and serve as strong leaders throughout the organization. Brad meets with members of his team frequently to run through the current state of the business collectively, always striving to make the company better, operations smoother, the experience even more positive, and to position Dover Saddlery for continued growth.
Dover Saddlery – Join our team!

Fellow riders come join us and put your handprint on the business you know and love.

Bring your passion, your experience, and your love of the horse sport and join hundreds of other riders to continue to make Dover Saddlery the number one Equestrian retailer in the United States.

Whether it’s administrative, a contact center support person, a warehouse team player or perform a role in our store family, we welcome you.

Join us for the ride or your life – the horizon is endless here at Dover Saddlery and we look forward to having you Enjoy the ride with our amazing team!