

DICK'S Sporting Goods Names New Chief Marketing Officer
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Scott Hudler to Lead DICK'S Marketing, Consumer Engagement Efforts

PITTSBURGH, July 11, 2017 /PRNewswire/ -- DICK'S Sporting Goods (NYSE: DKS) today announced Scott Hudler has been named Senior Vice President – Chief Marketing Officer. In this role, Hudler will be responsible for the Company's overall marketing and consumer engagement strategy and implementation, and will report to Lauren Hobart, President, DICK'S Sporting Goods.

"Scott will play a pivotal role in driving our continued digital transformation across all consumer touch points and optimizing all of our marketing channels," said Hobart. "His experience will make an immediate impact on our team, and we are thrilled to welcome him to the DICK'S family."

Hudler joins DICK'S from an 11-year career with Dunkin' Brands, where he most recently served as Senior Vice President, Chief Digital Officer, responsible for the brand's digital strategy and product roadmap, including mobile, loyalty and all consumer-facing technology. Previously, he was Vice President, Global Consumer Engagement, and was responsible for advertising, media, promotions and eCommerce functions for the 12,000 Dunkin' restaurants globally.

"I have always admired the DICK'S Sporting Goods brand as both a marketer and as a consumer. I am incredibly excited to align my personal and professional passions and lead the digital transformation for such a strong consumer brand," said Hudler.

Earlier in his career, Hudler worked for Mars Inc., holding a variety of marketing roles in brand, sponsorship and marketing communications. He holds a bachelor's degree in fine arts from Valdosta State University.

About DICK'S Sporting Goods, Inc.

Founded in 1948, DICK'S Sporting Goods, Inc. is a leading omni-channel sporting goods retailer offering an extensive assortment of authentic, high-quality sports equipment, apparel, footwear and accessories. As of April 29, 2017, the Company operated more than 690 DICK'S Sporting Goods locations across the United States, serving and inspiring athletes and outdoor enthusiasts to achieve their personal best through a blend of dedicated associates, in-store services and unique specialty shop-in-shops dedicated to Team Sports, Athletic Apparel, Golf, Lodge/Outdoor, Fitness and Footwear. Headquartered in Pittsburgh, PA, DICK'S also owns and operates Golf Galaxy and Field & Stream specialty stores, as well as DICK'S Team Sports HQ, an all-in-one youth sports digital platform offering free league management services, mobile apps for scheduling, communications and live scorekeeping, custom uniforms and FanWear and access to donations and sponsorships. DICK'S offers its products through a content-rich eCommerce platform that is integrated with its store network and provides customers with the convenience and expertise of a 24-hour storefront. For more information, visit the Press Room or Investor Relations pages at dicks.com.

Contact DICK'S Sporting Goods: press@dcsq.com

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