

CROCS inc.

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NASDAQ: CROX105.95-4.00(-3.64%)

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Management



Andrew Rees, CEO and Director



Rick Blackshaw , Executive Vice President and Brand President for HEYDUDE



Dan Hart, EVP and Chief Legal & Risk Officer



Anne Mehlman, EVP and Chief Financial Officer



Adam Michaels, Executive Vice President and Chief Digital Officer



Michelle Poole, President



Shannon Sisler, EVP and Chief People Officer



Andrew Rees, CEO and Director

Andrew Rees is the Chief Executive Officer of Crocs, Inc., overseeing the brand's global strategy and operations. Mr. Rees joined Crocs as President in June 2014 and became CEO and joined the Board of Directors in June 2017. Mr. Rees has more than 25 years of experience in the footwear and retail industry. Prior to joining Crocs, Mr. Rees served as Managing Director of L.E.K. Consulting in Boston where he founded and led the firm's Retail and Consumer Products Practice for 13 years. While at L.E.K., Mr. Rees served as a consultant for Crocs from 2013 to 2014, supporting the development and execution of the company's strategic growth plan. Previously, Mr. Rees served as Vice President of both Strategic Planning and Retail Operations for Reebok International. He also held a variety of positions at Laura Ashley. He has a Bachelor's degree from Imperial College, The University of London.



Rick Blackshaw , Executive Vice President and Brand President for HEYDUDE

Rick Blackshaw will be joining as Executive Vice President and Brand President for HEYDUDE, a division of Crocs, Inc.

Mr. Blackshaw has over 25 years experience in footwear, sporting goods and consumer products. Prior to HEYDUDE, he was Chief Executive Officer at CCM Hockey, a private equity-backed carve-out from Adidas. Previously, Mr. Blackshaw was President of Sperry, President of Keds, and Vice President / General Manager of the Chuck Taylor division of Converse, a subsidiary of Nike, Inc., as well as President of Packs and Travel Corp., a division of Sunbeam / Coleman. He also held various roles in product management and marketing with Timberland, Reebok and Frito-Lay. Mr. Blackshaw received his Masters of Business Administration with Honors from The Wharton School, University of Pennsylvania, and is a member of the Wharton's Baker Retailing Center Advisory Board, and holds a Bachelor's degree from Babson College. Mr. Blackshaw enjoys global adventure travel with his wife Lisa and two sets of twins - Brook, Lily, Carson and Wyatt - playing competitive soccer, wake surfing, mountain biking, and hockey.



Dan Hart, EVP and Chief Legal & Risk Officer

Dan Hart joined Crocs in June 2009, serves as our Executive Vice President and Chief Legal & Risk Officer and is responsible for overseeing the company's legal affairs and risk management program. Mr. Hart arrived at Crocs following his role as Senior Vice President and General Counsel at Océ North America, a division of Océ, N.V., a leading international manufacturing and engineering company, from 2006 to 2009. Prior to this role, Mr. Hart served as Senior Vice President of General Counsel and Human Resources for Invensys Controls from 2002 to 2006, a global manufacturing and engineering operation within Invensys plc, a public U.K. conglomerate. Mr. Hart's experience also includes senior legal positions at Dictaphone Corporation, Brooke Group Ltd. and private legal practice in New York City. He received his Bachelor's degree from Tufts University and his Juris Doctor from New York University School of Law.



Anne Mehlman, EVP and Chief Financial Officer

Anne Mehlman joined Crocs, Inc. in 2018 as Executive Vice President and Chief Financial Officer, bringing more than 15 years of global financial and operational experience to her role. Ms. Mehlman had previously worked at Crocs, Inc. as Vice President of Corporate Finance from 2011 to 2016. After leaving Crocs in 2016, she served as the CFO of Zappos.com, the ecommerce retailer owned by Amazon. Prior to that, Ms. Mehlman was Director of Finance at RSC Equipment Rental, now United Rentals. She also held various financial roles at Corporate Express, now Staples, and Lockheed Martin. Ms. Mehlman serves on the board of Joann, Inc., which is listed on Nasdaq and is the leading fabric and craft specialty retailer in the United States. She received her Bachelor's degree from the University of Colorado at Colorado Springs.



Adam Michaels, Executive Vice President and Chief Digital Officer

Adam Michaels serves as Senior Vice President and Chief Digital Officer, a promotion from his position as Vice President of Global e-Commerce after joining the company in 2013. He is responsible for the strategic direction and operations of Crocs' e-Commerce business globally. Mr. Michaels has over 15 years of experience in the e-Commerce space including leadership roles at Reebok, where he led the e-Commerce channel, and Cloud 9 Living, where he co-founded and grew the e-Commerce start-up into a successful growth business. Mr. Michaels received his Bachelor's degree from Colgate University.



Michelle Poole, President

Michelle Poole became President, Crocs, Inc. in September 2020 and has oversight of the Americas, Asia and EMEA regional commercial teams, as well as Product Design and Management, Merchandising, and Marketing teams. Prior to this, she served as our Executive Vice President, Chief Product and Merchandising Officer since April 2020 and as our Senior Vice President and Chief Product and Merchandising Officer since 2014. In addition to her product and merchandising responsibilities, Ms. Poole assumed responsibility for our Marketing function in 2017. Ms. Poole has more than 28 years of experience and proven success in the development of leading global fashion and lifestyle brands including Sperry Top-Sider, Timberland, Kangol, Converse, MTV Europe and Pepe Jeans where she held a range of marketing, merchandising & product management roles. Since 2018, Ms. Poole has served on the board of Pact, a privately held apparel brand, based in Boulder, CO. She received her Bachelor's honors degree in fashion marketing from the University of Northumbria, UK.



Shannon Sisler, EVP and Chief People Officer

Shannon Sisler joined Crocs in 2017 as the Senior Vice President and Chief People Officer. Ms. Sisler is responsible for human resources globally, including talent acquisition/development, employee relations, total rewards and corporate facilities. Prior to joining Crocs, Ms. Sisler held HR leadership roles with Davita and Janus Capital and most recently served as Senior Vice President of Talent Management at Western Union where she was responsible for talent acquisition, leadership/ professional development, talent management and workforce strategy. She received her Bachelor's degree from University of Colorado and her Master of Business Administration from University of Denver.



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