

Leading Footwear Executive Sandi Mines to Join FDRA

The Footwear Distributors & Retailers of America (FDRA) today announced the hiring of Sandi Mines to serve in the newly created role of Vice President, Corporate Engagement starting on December 1, 2021. In this new position, Sandi will be working directly with FDRA members and the broader footwear industry to develop key initiatives and events singularly focused on driving continued value for shoe companies and their employees. She will also be a leading force in ensuring the continued vibrancy of New York market weeks as organized by the Fashion Footwear Association of New York (FFANY). Sandi currently serves as VP, Publisher of Footwear News.

“Sandi is a key leader in our industry and is highly respected from her work at Footwear News,” said Shoe Carnival Vice Chairman and FDRA Chairman Cliff Sifford. “I am extremely excited about the value and leadership she will bring in service to FDRA members and look forward to working with her to enhance member services and engagement.”

“I have known Sandi for well over a decade and have continuously been impressed by her passion for our industry and her strong desire to connect and serve shoe companies both large and small,” said FDRA President & CEO Matt Priest. “Sandi brings a lifetime of experience and expertise and her addition to the FDRA team will be invaluable in so many ways. I am confident our members will notice her impact on day one.”

“To have the opportunity to continue working within this industry I love as a part of the incredible team at FDRA was too important to pass up,” commented Sandi Mines. “I have long admired FDRA’s work in service to the industry and think my unique background and dynamic skillset will bring a lot of value to our members. I’m truly looking forward to joining the team!”

About FDRA: FDRA is the footwear industry’s voice in Washington. It represents and advocates for nearly 500 companies and brands worldwide, or 95% of total U.S. footwear sales, making it America’s largest and most respected footwear trade association.