

PRESS RELEASE | **December 7, 2018**

FFANY Appoints Executive Director

The Fashion Footwear Association of New York (FFANY) appointed John Heron as its new executive director, effective January 1.

Heron most recently served as an executive with H.H. Brown, based in Greenwich, CT, where he led the Born comfort brand for the past 13 years as SVP and GM. Prior to that, he spent six years in marketing roles at Nike.

Heron succeeds Ron Fromm, who stepped down from the post this fall. Fromm will continue to oversee the organization's philanthropic arm, The Fashion Footwear Charitable Foundation, which organizes the annual QVC Presents FFANY Shoes on Sale breast cancer fundraiser.

Fromm said, "John Heron is an accomplished footwear executive with over 20 years experience in the industry and will work closely with association members to maximize the value of their connection with the FFANY organization. He has a proven record of bringing people together to generate results and winning solutions and knows the importance of collaborative strategic planning to position our organization for the future."

About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear industry. Serving the full footwear supply chain, it boosts its members' bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry. Learn more: fdra.org