

December 9, 2020

FDRA adds industry leaders to its board as it grows - FDRA now boasts 95% of the footwear industry as members

FDRA has added a new slate of top footwear executives to its board of directors as part of its assumption of, and effort to reinvigorate, the Fashion Footwear Association of New York (FFANY). The new members were approved at today's virtual board meeting, ensuring the industry is well represented across product segments and retail channels by the footwear industry's association, FDRA.

"Congratulations to these new members of the board who will help guide FDRA through continued transformation. FDRA is now more vital than ever after taking over FFANY, New York market weeks and as it continues to provide companies with key business data and intelligence," said FDRA Chairman Mike Jeppesen, President, Global Operations Group at Wolverine Worldwide. "These new board members will enhance our mission in support of our efforts to remake market weeks and work more closely together across categories and channels, reinvigorating the industry in 2021 and beyond."

"I'm excited to welcome these leaders to our growing board and association. The footwear industry continues to rely on FDRA for support across all aspects of our business and adding these new members to the board will help us further collaborate on key challenges impacting the industry," said Cliff Sifford, FDRA Vice Chairman and CEO of Shoe Carnival. "There is no doubt after this year that FDRA is the industry's platform where leaders work together to solve issues and set industry priorities together. Adding these new members will only further help FDRA continue to be that guiding star we all need."

"When executives are excited to join your board, you know you are headed in the right direction. These additions mean that as we continue to transform to meet the needs of our members, we have more leaders at the table to provide diverse voices and ideas," said Matt Priest, President and CEO of FDRA. "They are also incredibly important as we focus on the future of market weeks and new retail products and services to support our members."

The New Members of FDRA Board Approved Today:

Brandis Russell
Vice President, Global Footwear
Converse

Keli Lerdal
Director Global Sourcing
Target

Robert Geller
Chief Revenue Officer
White Mountain

Tanya Golesic
President
Jimmy Choo

Tacey Powers
EVP GMM Shoes
Nordstrom

Jim Salzano
President & CEO
Jones & Vining

Susan Itzkowitz
President
Marc Fisher Footwear

Carrie Rubin
President, North America
Pentland

For a full listing of FDRA's Board of Directors, visit <https://fdra.org/about-fdra/board/>