

April 8, 2021

**a.k.a.**

## **a.k.a. Brands Appoints Ciarán Long Chief Financial Officer**

SAN FRANCISCO--(BUSINESS WIRE)-- a.k.a. Brands (the “Company”; “a.k.a.”), a global platform that is pioneering a new approach to driving growth in digitally native fashion brands, today announced that Ciarán Long has been appointed Chief Financial Officer, effective immediately. A seasoned financial executive, Long will report directly to Chief Executive Officer Jill Ramsey.

Long is a strategic leader with over 20 years of experience developing and managing high performance, cross functional teams geared toward driving organizational growth and change. Most recently, Long served as Chief Financial Officer eCommerce & Vice President of Finance for Membership, Marketing and Supply Chain at SamsClub. Long also held several leadership positions with Walmart’s eCommerce division including Vice President Finance - Retail, Vice President Finance - Merchandising, and Vice President of Finance - Supply Chain, Customer Care and Payments. Previously, he served as Chief Executive Officer and Co-founder of CleanGrow, a company that developed new sensor technology to measure key water quality parameters. Prior to that, Long held several leadership positions at CBS Interactive/CNET Networks, Inc. including VP, Financial Planning & Analysis, VP of Financial, Controller and Director of Revenue. He started his career at KPMG as a Senior Manager.

“I am excited to welcome Ciarán as our new Chief Financial Officer. His unique and comprehensive understanding of the retail industry serves as a strong complement to our team of veteran executives,” said Jill Ramsey, a.k.a. Brands Chief Executive Officer. “Throughout his career, Ciarán has demonstrated a proven track record in driving growth in high performance businesses, and this experience will play a pivotal role in supporting our ongoing efforts to identify significant opportunities with synergistic brands, and position a.k.a. for sustainable, long-term growth.”

“I am thrilled to be joining a.k.a. I believe that a.k.a. has a unique platform in which to drive accelerated growth in digitally native direct-to-consumer brands,” said Ciarán Long. “I look forward to drawing from my experience to help achieve the growth objectives of existing brands as well as to evaluate and integrate potential new brands as we expand the portfolio.”

### **About a.k.a. Brands**

Established in 2018, a.k.a. Brands is a global platform that is pioneering a new approach to direct-to-consumer fashion. Comprised of four digitally-native fashion brands that are culturally rooted and maintain their founder-led authenticity, each brand offers a curated assortment of on-trend, affordably-priced fashion apparel and accessories. The Company’s

unique approach infuses science into the art of fashion to help emerging brands grow and achieve their full potential by leveraging scale, and deploying an asset-light, data driven playbook of best practices across their brand portfolio. The a.k.a. portfolio includes four compelling yet distinct brands, Culture Kings, Princess Polly, Petal & Pup, and Rebdolls. Each brand serves their customers in a different way with a product assortment that empowers self-expression and unique style. To learn more about a.k.a. Brands visit [www.aka-brands.com](http://www.aka-brands.com).

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Source: a.k.a. Brands