



Chris Waldeck

VP & Global Brand President, Lee®

Chris Waldeck is VP & Global Brand President, Lee®. Waldeck is responsible for the brand's global business, including marketing, sales and distribution.

Prior to joining Kontoor Brands in 2019, Waldeck was President, Lee® and *Rock & Republic*®, North America for VF Corporation, where he managed the U.S. business for the brands. Before joining VF, Waldeck was with the Adidas Group as Vice President, General Manager for the Reebok brand, and was responsible for brand marketing, merchandising, public relations, finance and operations, while leading a growth platform across wholesale, retail and e-commerce channels.

Waldeck also held various roles with increasing responsibility at Cramer Products Inc. and Spalding Sports. He began his career at the National Association of Intercollegiate Athletes.

Waldeck holds a bachelor's degree in Business from Emporia State University.