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VF Corporation Appoints Susie Mulder as Global Brand President, Timberland®

DENVER--(BUSINESS WIRE)-- VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear and accessories, today announced the appointment of Susie Mulder as Global Brand President, *Timberland*®. She begins in her new role on April 5 and will report to VF's Chairman, President and CEO, Steve Rendle. She will also serve on VF's Executive Leadership Team.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20210303005256/en/>



Susie Mulder - VF Corporation (Photo: Business Wire)

Mulder will be responsible for driving the *Timberland*® brand's core strategic priorities related to product diversification across footwear and apparel, and a consumer-led, retail-centric, digital-first approach. She will build on the brand's new eco-innovation franchises while also ensuring continued success within the *Timberland PRO*® business.

Mulder joins the *Timberland*® brand from clothing brand NIC+ZOE where she served as CEO since April 2012. During her tenure as CEO, Mulder guided NIC+ZOE's continued revenue growth through expansion into new points of distribution in the U.S. and internationally, and launched the brand's direct-to-consumer efforts via e-commerce and its owned stores.

Before serving as CEO of NIC+ZOE, Mulder was a partner at global management consulting firm McKinsey & Company where she was a leader in the global retail and consumer goods practice for 15 years.

“We conducted a very thoughtful and extensive search to find the ideal person to lead our iconic *Timberland*® brand globally, and we found that person in Susie,” said Rendle. “She brings a broad mix of experience in apparel, retail and consumer strategies, all of which is complemented by her strong leadership skills and passion for people and active lifestyles. We look forward to working with Susie as we build on the *Timberland*® brand’s rich heritage and its recent momentum as it continues to evolve and diversify its go-to-market skills with new and innovative product, consumer-oriented stories and compelling brand experiences.”

Mulder has deep experience in corporate boardrooms. She is currently a Board Member at the Kraft Heinz Company where she serves on the Audit and Nominating and Governance Committees. She is also a Board Member of Sally Beauty Holdings where she serves on the Executive Committee and other committees. In addition, Mulder is a member of the Philanthropic Board of Advisors for the Boston Children’s Hospital.

“I’m thrilled to join VF and have the opportunity to help lead the *Timberland*® brand into the future,” said Mulder. “I’ve been both a fan and a consumer of the brand since moving to New England over 25 years ago. During that time, I’ve come to admire the brand not only for its great products, but also its clear commitment to environmental and social responsibility. I’m ready to roll up my sleeves alongside the global *Timberland*® community and get to work.”

Originally from Montréal, Canada, Mulder is a graduate of McGill University’s Faculty of Management where she was a University Scholar. She also holds an MBA with distinction from Harvard Business School.

Mulder will partner closely with Martino Scabbia Guerrini, VF’s President of the EMEA Region, to manage this transition of leadership. Scabbia Guerrini has served as the *Timberland*® brand’s interim brand president for the past 14 months, in addition to his EMEA responsibilities.

About VF Corporation

Founded in 1899, VF Corporation is one of the world’s largest apparel, footwear and accessories companies connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands including *Vans*®, *The North Face*®, *Timberland*® and *Dickies*®. Our purpose is to power movements of sustainable and active lifestyles for the betterment of people and our planet. We connect this purpose with a relentless drive to succeed to create value for all stakeholders and use our company as a force for good. For more information, please visit vfc.com.

About Timberland®

Founded in 1973, *Timberland*® is a global outdoor lifestyle brand based in Stratham, New Hampshire. Best known for its original yellow boot designed for the harsh elements of New England, *Timberland*® today offers a full range of footwear, apparel and accessories for people who value purposeful style and share the brand’s passion for enjoying – and protecting – nature.

At the heart of the *Timberland*® brand is the core belief that a greener future is a better future. This comes to life through a decades-long commitment to make products responsibly,

protect the outdoors, and strengthen communities around the world. To share in the *Timberland*[®] brand's mission to step outside, work together and make it better, visit one of our stores, timberland.com or follow us @timberland. *Timberland*[®] is a VF Corporation brand.

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