

# Michaels Strengthens Senior Leadership Team

## *Key Executive Appointments Support Customer-Centric Brand Transformation*

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc., (NASDAQ: MIK) the largest arts and crafts retail chain in North America, today announced changes in its executive leadership team.

Vidya Jwala has been appointed to the newly created role of Chief Customer Officer (CCO), Scott Lindblom has been promoted to Executive Vice President – Chief Information Officer (CIO) and Holly Shaskey-Platek has been promoted to Executive Vice President – Chief Human Resources Officer (CHRO).

“These changes will enhance our ability to execute against our long-term strategy and facilitate our ability to continue delivering value to our customers and stakeholders,” said Mark S. Cosby, Michaels Chief Executive Officer. “My focus has been to bring together the right talent to deliver our customer-centric strategy. Vidya, Holly and Scott all have a wealth of knowledge and experience that will help us to continue building momentum and capture the enormous opportunities in front of us.”

In Jwala’s role as CCO, he will be responsible for the creation of an omnichannel, customer-centric business strategy across all digital, physical and social touchpoints within the brand. He will lead IT, Marketing, Customer Relationship Management, Loyalty, Business Analytics and external vendors to optimize the Michaels customer experience. During his career with specialty and large retailers, Jwala has led strategic transformation of the customer experience, leading to profitable growth across channels.

Jwala comes to Michaels from Dick’s Sporting Goods, where he was the Chief eCommerce and Supply Chain Officer. In that role, he oversaw the company’s Omni channel integration of eCommerce and supply chain efforts. While there Jwala was instrumental in growing the company’s eCommerce business by 21% as well improving the digital experience and loyalty for their customers through content, pricing, assortment, and convenience. Prior to Dick’s Sporting Goods, he served as SVP of Merchandising, Supply Chain, Technology & Customer Service at Overstock.com, where he was responsible for growing the organization’s business along with the overall vendor-engagement program and private label brands. Previously, he was VP of Merchandising & Operations at Walmart Stores, Inc. Throughout his career, Jwala held a variety of leadership roles at retailers, including Tractor Supply Company, Lowe’s Home Improvement Inc., Worthington Industries and JoAnn Stores Inc.

As EVP – CIO, Lindblom is responsible for all IT areas throughout Michaels including the development and implementation of technologies to enhance Michaels ability to serve business partners and customers in addition to overseeing the Michaels IT initiatives roadmap. Lindblom has been with Michaels for 5 years, most recently serving as Senior Vice President – CIO. Prior to joining Michaels, Lindblom held several IT leadership roles at Ross Stores and Best Buy. Lindblom was named a finalist for the Dallas CIO Leadership Association’s 2019 CIO of the Year ORBIE Award, which honors chief information officers in North Texas who have demonstrated excellence in technology leadership.

As EVP – CHRO, Shaskey-Platek is responsible for the company's human resources operations including leadership and organizational development, culture and employee engagement, employee relations, talent management, benefits and compensation. She has been with The Michaels Companies since 2017, when she joined as Senior Vice President – Merchandise Operations and subsequently served as Senior Vice President – Human Resources. Prior to joining Michaels, she served as Senior Vice President – Merchandising, Global Sourcing and Private Brands of Family Dollar and has held leadership positions at Target Corporation as well as Evine, a multi-channel video retailer and broadcast network formally known as Shop NBC. Shaskey-Platek serves on the Dallas Chief Human Resource Officer Leadership Governing Body and was named one of Mass Market Retailers Most Influential Women of 2014.

#### **About The Michaels Companies, Inc.:**

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for Makers and do-it-yourself home decorators. The Company operates more than 1,200 Michaels stores in 49 states and Canada. Additionally, the Company serves customers through a variety of digital platforms including Michaels.com, consumercrafts.com and aaronbrothers.com. The Michaels Companies, Inc. also owns Artistree, a manufacturer of high-quality custom and specialty framing merchandise, and Darice, a premier wholesale distributor in the craft, gift and decor industry. For a list of store locations or to shop online, visit [www.michaels.com](http://www.michaels.com) or download the Michaels app.

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