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## VF Corporation Appoints Winnie Ma as President, Greater China

DENVER & SHANGHAI--(BUSINESS WIRE)-- VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear and accessories, today announced the appointment of Winnie Ma to the new position of President, Greater China. She will report to Kevin Bailey, Executive Vice President & Group President, APAC and Emerging Brands.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200803005217/en/>



Winnie Ma, VF Corporation (Photo: Business Wire)

growing its business in China.

“The Asia-Pacific Region, and China specifically, present tremendous growth opportunities for VF and our brands,” said Bailey.

“Appointing a seasoned leader like Winnie with deep experience in China and understanding of the Chinese consumer will help us accelerate our growth strategy in this fast-paced, digitally-driven marketplace. Her experience in consumer behavior, digital transformation and brand building with blue-chip multinational companies makes her an ideal leader for our China business.”

As the President, Greater China, Ma will be responsible for elevating VF’s business and brands in Mainland China, Hong Kong and Taiwan. Ma will also focus on advancing VF’s stated strategy of

“I’m honored to be joining the VF Family and to have the opportunity to work with its iconic

brands,” said Ma.

Ma joins VF following a 10-year career at Unilever, North Asia, where she most recently led the Beauty & Personal Care category business. Prior to Unilever, Ma worked for The Coca-Cola Company for 12 years, holding several marketing positions. She previously worked at Mars China for six years in positions across sales and marketing.

Ma holds a Bachelor of Arts degree from Nankai University and an MBA from China Europe International Business School.

She will be based in VF’s Shanghai office. VF has approximately 2,000 employees across Mainland China.

### **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](https://www.vfc.com).

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