



Jenni Broyles

EVP, Gloal Brands President, Wrangler® & Lee®

Jenni Broyles is EVP, Global Brands President, *Wrangler*® & *Lee*®. Broyles is responsible for global marketing, product, design and analytics for both brands as well as sales and merchandising in North America.

Prior to being named Global Brands President, *Wrangler* & *Lee*, Broyles served as SVP, *Wrangler* since 2022 where she strengthened the *Wrangler* business as North American General Manager, while also having leadership accountability for category and channel expansion, design and marketing. Broyles held various roles of increasing responsibility in brand management, marketing and Merchandising for both *Wrangler* and *Lee* under VF Corporation.

Prior to joining VF in 2005, Broyles held marketing positions for brands such as RJ Reynolds and Sony Music Entertainment.

Broyles holds a bachelor's degree in advertising from the University of Tennessee, Knoxville, as well as a Master of Business Administration in Marketing and Value Chain Management.