

Catching Up with Chris Waldeck

VP & Global Brand President, Lee®

Chris Waldeck enjoys thinking about reaching consumers near and far. With a passion for consumer brands and more than 20 years of experience in the industry, he's helped bring great ideas to life for leading brands in the footwear and apparel industry.

Chris joined the Lee® team in 2017 and continues rallying around the brand's 130+ year heritage while thinking about what's next for its legacy and growing consumer base.



You've worked with some notable brands throughout your career. What have you learned?

First, you must be laser-focused on your consumer. Second, it takes a really great team to produce exceptional apparel for a global consumer base. I can't draw a pair of jeans, and I don't know how to sew, but I have learned to surround myself with a diverse group of really talented people.



First job?

I was a shoe shiner at a barbershop. I was in fourth grade and really wanted some cash in my pocket.



Favorite hobbies outside of the office?

I spend most of my time attending my daughter's high school volleyball games. I also enjoy woodworking—it's therapeutic for me.



Best piece of advice you've ever heard?

Be on time and work hard. It's pretty simple in theory, but you have to really train yourself to be mindful and present without looking ahead to the next challenge.



Lee's biggest opportunity?

The Lee brand is an established global business, and I'm excited about the opportunity to truly globalize our brand and expand Lee to new consumer segments.



In one or two sentences, how would you describe your role?

My role is to deliver profitable and sustainable growth for the Lee brand globally and for Kontoor's business in the APAC region. The other part of my role is to be a steward of the brand. It's been around for 130 years, and I need to make sure it's on track to be around for another 130 years.



In my closet:

Most days you can find me in a pair of Lee jeans, and right now my favorite is the [Extreme Motion MVP straight fit jeans](#). These jeans are extremely comfortable, and my wife says they fit me the best.

