

Diane M. Sullivan Becomes CEO of Brown Shoe

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Following its annual shareholders' meeting today at 11 a.m. Central Daylight Time, Diane M. Sullivan has assumed the role of President and Chief Executive Officer of Brown Shoe Company, Inc. (NYSE: BWS, www.brownsheo.com.)

(Photo: <http://photos.pnewswire.com/prmh/20110526/CG09809>)

The company announced in January its promotion of Sullivan, who previously served as President and Chief Operating Officer. She steps into the role today following a four-month transition period from Chairman and Chief Executive Officer Ronald A. Fromm. Fromm remains Brown Shoe's Chairman of the Board.

"In my first few months I am prioritizing the identification of opportunities to strengthen the alignment of our businesses with our key consumer focus areas of healthy living, contemporary fashion and family - and in doing so increase our connection with customers and drive shareholder value. Together with my leadership team and the tremendous Brown Shoe talent around the globe, I'm committed to building on our great foundation to further the momentum of the past year as we inspire people to feel good and live better, feet first," said Sullivan.

Sullivan joined Brown Shoe in 2004 as President, adding the role of Chief Operating Officer in 2006, and was first elected to Brown Shoe's Board of Directors in 2007. Sullivan has served as the architect of the company's brand strategy, driving enhancements including the growth of Famous Footwear to \$1.5 billion; the recent acquisition of athletic footwear maker American Sporting Goods, which added strength in performance athletics with leading brands Avia®, ryka® and AND 1®; the development of a \$250 million contemporary footwear business with brands including Via Spiga®, Sam Edelman® and Vera Wang Lavender(TM); and the evolution of flagship women's brand Naturalizer® to a global multichannel business. She drove investments in Brown Shoe's global sourcing network, product development and design talent, resulting in design and technology innovations that create an even better footwear experience for consumers.

Before joining Brown Shoe, Sullivan served as Vice Chairman of the Footwear Group for Phillips-Van Heusen from 2001 to 2004. She established herself in the footwear industry at a pair of leading companies, serving as President and Chief Operating Officer for Stride Rite Corporation, where she worked from 1995 until 2001, and, prior to that, as Vice President, Product and Marketing for The Rockport Company.

About Brown Shoe Company, Inc.

Brown Shoe is a \$2.7 billion global footwear company. Brown Shoe's Retail division operates Famous Footwear, a leading family branded footwear destination with over 1,100 stores nationwide and e-commerce site FamousFootwear.com, approximately 250 specialty retail stores in the U.S., Canada, and China primarily under the Naturalizer brand name, and footwear e-tailer shoes.com. Through its wholesale divisions, Brown Shoe designs and markets leading fashion and athletic footwear brands including Naturalizer, Dr. Scholl's, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Etienne Aigner, Vera Wang Lavender, Avia, ryka, AND 1, and Buster Brown. Brown Shoe press releases are available on the Company's website at <http://www.brownsheo.com/>.

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