



Journeys Names Stacy Doren Executive Vice President and Chief Marketing Officer

July 22, 2024

--Accomplished Global Brand Executive Will Lead All Marketing Functions--

NASHVILLE, Tenn.--(BUSINESS WIRE)--Jul. 22, 2024-- Journeys announced today the appointment of Stacy Doren as Executive Vice President and Chief Marketing Officer of the Journeys Group, effective August 1, 2024.

An accomplished global brand executive, Doren will lead all marketing functions, building on Journeys' foundation as a leader in teen fashion footwear retail.

"Stacy is an exceptional marketing leader with a resolute commitment to consumer-centric strategies. Her brand-building capabilities and strategic foresight make her the ideal partner in shaping Journeys' future chapters," said Journeys Group President Andy Gray.

Doren joins Journeys after an impressive 24-year tenure at Levi's, where she held successive leadership roles, culminating in a decade-long role as Vice President of Levi's Americas Marketing. Most recently, she led a 50-person marketing team overseeing creative development, media, partnerships and activations, public relations, channel marketing, and brand environment for the company's largest business segment.

Under her guidance, she crafted and executed innovative marketing strategies that strengthened consumer affinity and drove commercial success. Her achievements include developing Levi's full-funnel marketing offense, re-establishing the brand's cultural relevance with youth, helping to rejuvenate the women's business and grow lifestyle categories, and overseeing the high-profile launch of Levi's stadium. In her new position at Journeys, Doren will report directly to Gray.

"I look forward to partnering with Stacy in developing the next chapter here at Journeys. Her expertise in leading teams to flawlessly execute integrated marketing plans and her instrumental role in revitalizing global brands and aligning them with contemporary culture, position her perfectly to propel Journeys towards its next phase of growth and innovation. Stacy's appointment symbolizes our increased pursuit of brand excellence to strengthen the relationship with our consumers and empower Journeys to stay at the forefront of youth culture in the years ahead," said Gray.

About Genesco Inc.

Genesco Inc. (NYSE: GCO) is a footwear focused company with distinctively positioned retail and lifestyle brands and proven omnichannel capabilities offering customers the footwear they desire in engaging shopping environments, including approximately 1,320 retail stores and branded e-commerce websites. Its Journeys, Little Burgundy and Schuh brands serve teens, kids and young adults with on-trend fashion footwear that inspires youth culture in the U.S., Canada and the U.K. Johnston & Murphy serves the successful, affluent man and woman with premium footwear, apparel and accessories in the U.S. and Canada, and Genesco Brands Group sells branded lifestyle footwear to leading retailers under licensed brands including Levi's, Dockers and G.H. Bass. Founded in 1924, Genesco is based in Nashville, Tennessee. For more information on Genesco and its operating divisions, please visit www.genesco.com.

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