

HANES Brands Inc

HanesBrands Names Richard Mcleod Vice President, Chief Marketing Officer of Global Champion®

December 1, 2023

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Dec. 1, 2023-- HanesBrands (NYSE: HBI), a global leader in iconic apparel brands, today announced that Richard Mcleod has been named vice president, chief marketing officer of global *Champion*. Mcleod will be responsible for driving *Champion's* global brand strategy and omni-channel brand positioning.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231201173292/en/>



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improve the lives of people, protect the planet and produce sustainable products. HBI is building on its unmatched strengths to unlock its #FullPotential and deliver long-term growth that benefits all of its stakeholders.

About Champion® Athleticwear

Since 1919, Champion has offered a full line of innovative athletic apparel for men and women, including activewear, sweats, tees, sports bras, team uniforms, footwear and accessories. Today, as a lifestyle brand born from sport, Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for consumers. Beyond its products, the brand's mission is to provide every Champion a canvas to live their true purpose; rooted in the belief that Champions are defined not by what they make, but by what they do with it. Champion wants to inspire others to not just win, but to Champion a better tomorrow, and is dedicated to supporting creators by giving them a platform to tell their stories, support their values, and communities.

"The next chapter of *Champion's* story is at the forefront of our global growth strategy," said Vanessa LeFebvre, President of Global Activewear. "We are excited to tap into Richard's extensive experience in global brand management, knowledgeable insights around our core consumers, and dynamic leadership style. Adding Richard to the team will strengthen our connectivity to global consumers by building a community-led, digital-first brand focused on culture."

Mcleod joins *Champion* from Canada Goose where he was the senior vice president of the brand and responsible for brand evolution, growth, and performance. Prior to Canada Goose, Mcleod was the vice president and general manager of Foot Locker Canada where he developed and executed strategic initiatives that delivered growth while inspiring and empowering youth culture. Before being promoted to VP/GM, he was the vice president of North America marketing for Foot Locker Inc. and vice president of U.S. marketing for Footaction.

Mcleod has also held senior leadership roles focused on marketing and growth at Hennessy as well as Bacardi USA where he led successful collaborations and transformational campaigns for well-known wine & spirit brands like Grey Goose, Bombay Sapphire and D'usse Cognac.

"*Champion* is a lifestyle brand born from sport, so as a former college athlete, it's that meaningful heritage that motivates me to elevate the iconic brand by maximizing untapped global potential," said Mcleod. "I'm incredibly inspired by the evolution of *Champion* through the "*Champion What Moves You*" campaign, which is generating meaningful impact with consumers and communities around the world. The campaign is already an incredible start to the next phase of the brand's storied heritage, and I'm thrilled to be a part of it."

About HanesBrands

HanesBrands (NYSE: HBI) makes everyday apparel that is known and loved by consumers around the world for comfort, quality and value. Among the company's iconic brands are *Hanes*, the leading basic apparel brand in the United States; *Champion*, an innovator at the intersection of lifestyle and athletic apparel; and *Bonds*, which is setting new standards for design and sustainability. HBI employs 51,000 associates in 32 countries and has built a strong reputation for workplace quality and ethical business practices. The company, a longtime leader in sustainability, has set aggressive 2030 goals to

improve the lives of people, protect the planet and produce sustainable products. HBI is building on its unmatched strengths to unlock its #FullPotential and deliver long-term growth that benefits all of its stakeholders.

Champion apparel can be purchased at department stores, sporting goods, specialty retailers, and at [Champion.com](https://www.champion.com). For more information, visit us at [Facebook.com/Champion](https://www.facebook.com/Champion), follow us on Twitter @Championusa or on Instagram @Champion. Champion is a brand of [HanesBrands](https://www.hanesbrands.com) (NYSE:HBI).

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