



Heidi Cooley

Global Chief Marketing Officer | Board Member
Strategy | Consumer Growth & Market Expansion
Digital Transformation | ESG | DE&I

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Heidi Cooley serves as the SVP & Chief Marketing Officer for Crocs (NASDAQ: CROX). Under her leadership, the brand transformation has driven the company's turnaround and delivered record profitability, multi-billion-dollar top-line growth and shareholder value. She is renowned for her award-winning approach to consumer-centric category disruption and leadership. She has been responsible for creating and driving the company vision and purpose and has been credited for transforming the brand into a cultural zeitgeist, creating an ownable brand partnership model, defining an industry leading digital & social-first approach and unlocking new and valuable consumer audiences around the world.

Heidi brings unique expertise and insight into brand strategy, creative innovation, digital and traditional marketing, consumer communications, brand partnerships and consumer & market data. She has P&L accountability for brand partnerships and is responsible for \$100M+ global marketing budget within varied retail models. Her expertise also includes brand purpose with emphasis on culture, diversity, community, and sustainability. Cooley's experience with global cyber & crises leadership has most recently included the Russia/Ukraine invasion and social unrest across the US. She deeply understands how modern businesses and complex organizations need to flex to meet the needs of global consumers, market growth and regulatory environments with particular understanding of US, China, Japan, South Korea and Western European markets such as the UK, Germany and France. She has strong global relationships and cultural competence leading and motivating a 100+ person global team.

Cooley brings 8 years of private and public board engagement as an operating leader. She serves on the Regional Board of Directors and DE&I Committee for the American Red Cross Colorado & Wyoming Region which acts as a part of the largest humanitarian network in the world (The International Federation of Red Cross & Red Crescent Societies - IFRC). Heidi also serves on the Advisory Committee of the Coors Western Art show, benefiting the National Western Scholarship Trust. Previously, Heidi served on the Regional Board of Directors for Playworks Colorado & Wyoming who bring quality play to recess in low-income schools.

Prior to joining Crocs, Heidi oversaw marketing for Sport Authority where she helped the company navigate Chapter 11 Bankruptcy. Prior to reorganization, Cooley led marketing for the privately held multi-billion-dollar sporting goods retailer and was responsible for all consumer and crisis communications, go-to-market, media, and loyalty program engagement.

In 2022 alone, Cooley was named to Forbes Entrepreneurial CMO list, Ad Age Leading Women list, Campaign Magazine's CMO 50 list, and Brand Innovators Top 100 Women in Marketing list for the second year in a row. She also takes great pride in the brand recognition Crocs has received under her leadership including Forbes #3 Best Employer for Women, Fast Company #2 World's Most Innovative Companies and Footwear News' Shoe of the Year in 2021. She and her team have moved the Crocs brand from #27 to #5 Favorite Footwear Brand Among Teens in Piper Sandler's Taking Stock with Teens Report in a mere 4 years. Cooley has guest lectured on topics such as Brand Transformation, Building Consumer Connectivity and "How Marketing Made Crocs Cool Again" at The Wharton School of Business - University of Pennsylvania, Denver University and Colorado University.

Cooley is a member of the Women's Leadership Foundation Corporate Board Bound cohort of 2022-2023. She graduated from Colorado State University Global with an M.S. in Organizational Leadership, with specialization in Strategic Change & Innovation. She also holds a B.S. in Business Management and A.A. in Merchandise Marketing from the Fashion Institute of Design & Merchandising.