

Heidi Cooley

Global Chief Marketing Officer | Digital Transformation Strategy | Consumer Growth & Market Expansion | ESG



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Proven track record in consumer centric, category disruptive, brand transformation which most recently drove Crocs' company turnaround, and delivered record profitability, multi-billion-dollar top line growth and shareholder value

PROFESSIONAL EXPERIENCE

SVP & Chief Marketing Officer 2016-present
Crocs (NASDAQ: CROX) Broomfield, Colorado

Created and drove the company vision, purpose and digitally led, social first approach which has been credited for transforming the \$3B global brand into a cultural zeitgeist. Responsible for brand strategy, creative innovation, digital marketing, consumer communications, brand partnerships and consumer & market data globally. P&L accountability for brand partnerships and responsible for \$100M+ marketing budget across retail models. Strong cultural competence leading & developing 100+ person team in US, China, Japan, S Korea & Western Europe

Vice President, Marketing

2007-2016
Sports Authority Englewood, Colorado

Promoted rapidly through a series of management positions based on strategic planning ability, operational agility, team leadership capability and financial performance. Sports Authority, private PE owned, was the largest sporting goods retailer in the US with \$2B+ in annual revenues. Often drove cross company initiatives from brand positioning to annual strategic planning with direct responsibility for consumer & crisis communications, go-to-market, digital and traditional media, and loyalty program engagement. Led Marketing thru Chapter 11 reorganization

BOARD EXPERIENCE

8 years of private and public board engagement as an operating leader

Board of Directors, DE&I Committee

2022-present
American Red Cross Colorado & Wyoming
International Federation of Red Cross & Red Crescent Societies (IFRC) is the world's largest humanitarian network.

Board of Directors

2019-2022
Playworks Colorado & Wyoming
Serving low-income schools through year-round, on-site services that teach conflict resolution, confidence, and collaboration through play.



STRENGTHS

Organizational Agility & Leadership
Brand Positioning & Differentiation
Consumer & Market Insights
Social-First Mindset
Digital & Traditional Media
Strategic Partnerships
GTM & QTM Campaigns
Budget, Forecasting & Modeling
Project Management & Production

AWARDS

Forbes Entrepreneurial CMO List 2022
Ad Age Leading Women 2022
CMO 50 Campaign US 2022
Brand Innovators Top 100 Women in Marketing 2022 & 2021, Top 100 Women to Watch in 2016, 2019

EDUCATION

Colorado State University Global
M.S. Organizational Leadership
Fashion Institute of Design & Merchandising Los Angeles, CA
B.S. Business Management
A.A. Merchandise Marketing
Women's Leadership Foundation
Corporate Board Bound Participant