

## Executive Biographies

### **Jim Weber** **President and CEO**

Jim Weber joined Brooks Sports as president and CEO in April 2001. With an impressive track record of successfully building consumer product brands in the sports and leisure industry, Weber possesses a particular knack for brand strategy and market development. His professional repertoire includes such positions as chairman and CEO of Sims Sports, president of O'Brien International, vice president of The Coleman Company, and various roles with The Pillsbury Company. Anchoring his career with sound business and financial planning, Weber also spent time prior to joining Brooks as managing director of U.S. Bancorp Piper Jaffray Seattle Investment Banking practice and on the Brooks Sports board of directors. Weber received a master's of business administration degree with high distinction from The Tuck School at Dartmouth College and a bachelor's degree from the University of Minnesota.

### **David Bohan** **Executive Vice President and COO**

David Bohan joined Brooks Sports in June 2001. He is responsible for directing the company's global finance, operations, and product development to support continual growth. Bohan brings an extensive and successful career in finance and management. Prior to joining Brooks, he was CFO of edge2net Inc., a Kirkland, Wash.-based telecommunications company. Before edge2net, he held a variety of financial and general management positions at AT&T Wireless, formerly McCaw Cellular Communications Inc. Bohan has vast experience in developing and implementing growth plans and financial strategies along with building reporting and control systems. He received a bachelor's degree in business administrations from Loyola Marymount University in Los Angeles.

### **Hamish Stewart** **Senior Vice President, International and Apparel Operations**

Hamish Stewart joined Brooks Sports in 1991. He currently serves as Senior Vice President, International and Apparel Operations, and is responsible for directing the company's global operations to support continual growth and development. In that role, Stewart manages Brooks' apparel team, including research and development, factory sourcing, and product management, as well as all Brooks international partners. Stewart brings international experience with global business perspective and multicultural understanding, in addition to a record of improving revenues and margins in rapidly changing economic climates. Prior to joining Brooks, Stewart logged nine years of retail experience with the UK's largest sporting goods retailer. Stewart attended Leicester University in the U.K., with a concentration in Accounting.

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**Fritz Taylor**  
**Senior Vice President, Footwear**

Fritz Taylor joined Brooks in 2007 with 19 years of experience in the footwear industry. With a long-time passion for running shoes, a knack for identifying consumer trends, and a track record for developing industry-leading products, Taylor leads Brooks' entire footwear product team, including design, research and development, future concepts, and merchandising. His goal is to foster creativity and a cohesive product vision and direction, sharpening the team's fervent focus on making best-in-class running shoes. Taylor previously spent his career at NIKE, Inc., starting as an EKIN tech rep and working his way up to hold various other positions within the company. He most recently served as Nike's global category footwear leader for Running. Taylor earned a bachelor's degree in history from the University of North Carolina – Chapel Hill.

**Jorge Cabrera**  
**Vice President, Operations and Manufacturing**

Jorge Cabrera joined Brooks Sports in 1991. An athletic industry veteran with nearly 20 years of experience, Cabrera is responsible for global footwear planning, manufacturing, inventory operations management, logistics, distribution, Asia operations management, and overseeing Brooks' corporate social responsibility program. His proven track record of improving product revenues and margins in an ever-changing economic environment is maintained by participating in various trade organizations including the World Trade Club, in which he is a board member; the American Production & Inventory Control Society; and the Council of Supply Chain Management Professionals. Cabrera is currently enrolled in executive courses at the Supply Chain and Logistics Institute at Georgia Tech University. He also holds a bachelor's degree in international studies, a bachelor's degree in public administration, and a master's degree in international public administration from the University of Southern California.

**Pete Humphrey**  
**Vice President, Footwear Research and Development**

Pete Humphrey joined Brooks Sports in 1999. He currently manages all operating and financial functions of Brooks' footwear department including product development, Future Concepts, international development, the Footwear Biomechanics & Validation Lab, 3D and CAD, pattern engineering, costing, materials, and special make-ups. Prior to Brooks, Humphrey worked for Pentland Sports Group as category manager for cleated footwear, which included baseball, soccer, and football shoes. He also worked at specialty running shop Athlete's House in Nashville, Tenn. Humphrey holds a bachelor's degree from Baldwin-Wallace College. He is also a Brooks Chariot Award winner, an esteemed honor granted annually to one employee who has made a significant, long-lasting (some might say "legendary") impression on the Brooks brand.

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**Rick Wilhelm**  
**Vice President, Sales for Specialty Retail Accounts**

Rick Wilhelm joined Brooks Sports in February 1997. His current responsibilities include overseeing the independent sales agencies, managing all sales aspects at the specialty retail channels, and providing strategic market feedback to Brooks' footwear development team. During his Brooks tenure, Wilhelm has served as Brand Warrior, Western regional sales manager and director of specialty running account sales. Prior to joining Brooks, Wilhelm spent seven years as a buyer and manager at an industry-leading specialty running store in Seattle, an experience that today helps him develop relevant retail sales programs and promotions. Wilhelm ran Cross Country and Track for the University of California, Irvine, where he earned a bachelor's degree in economics.

**Dave Larson**  
**Vice President, Marketing**

Dave Larson joined Brooks Sports in 2003. With more than 20 years of industry experience and a decorated track record of high profile marketing programs for companies including Nike, Reebok, and Women's Tennis Association (WTA), Larson is responsible for developing global marketing strategies for the Brooks brand and all of its products. His principal areas of focus include assessing the customer profile and target for brand communication; directing the creative team to deliver the look, feel, and voice of the brand; and executing grass-roots programs that communicate Brooks' leadership in the performance running market. Larson holds a bachelor's degree in political science from Stanford University.

**Sydney Johnson-Gorrell**  
**Vice President, Human Resources**

Sydney Johnson-Gorrell is responsible for Brooks' human resources activities including recruitment, compensation, and benefits, as well as succession planning, training, and culture-driven programs. She comes to Brooks with a great track record as a senior level human resources professional with a focus on people development and creating and nurturing winning company cultures. Her career includes vice president of human resources at Shurgard Self Storage, a \$500 million dollar company with 650 stores; senior vice president of human resources at Hasbro's Wizards of the Coast; and vice president of human resources at Oberto Sausage Company. With a master's degree in human resources management, Johnson-Gorrell is also a Certified Executive Coach.

**Laurie Hayward**  
**Vice President, Customer Operations**

Laurie Hayward joined Brooks in May 1998. Currently, she manages Brooks' customer supply chain, including logistics, distribution, and domestic and international customer service. Her responsibilities focus on all activities necessary to provide best-in-class operations and service between the time Brooks products leave the factories to the time they reach end consumers. A longtime athlete, Hayward played professional volleyball in Switzerland and coached Division 1 college volleyball prior to her time at Brooks. Hayward earned a bachelor's degree in psychology from the University of Washington. In 2006, she received a Brooks Chariot Award, an esteemed honor granted annually to one employee who has made a significant, long-lasting (some might say "legendary") impression on the Brooks brand.

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