

# Hibbett Sports Announces New Merchandising Leadership Team

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BIRMINGHAM, Ala., Nov. 12, 2020 /PRNewswire/ -- Hibbett Sports (NASDAQ: HIBB), a Birmingham based premium footwear and athleisure retailer with nearly 1,100 Hibbett Sports and City Gear stores nationwide, today announced a new structural alignment for its Merchandising Leadership Team. The new alignment will allow for stronger focus on consumers by elevating a toe-to-head connectivity strategy across product categories including: Men's, Women's, and Kid's. The new Hibbett | City Gear structure will be focused "toe-to-head" and organized by gender.



Jared Briskin  
SVP & Chief Merchant  
Hibbett | City Gear



Alicia Kahn  
VP of Planning  
Hibbett | City Gear



Varetta Banks  
VP/GMM Men's  
Hibbett



Lauren Portera  
VP/GMM Kid's & Team  
Sports  
Hibbett



Stephani Smith  
VP/GMM Women's  
Hibbett



Brooke Frankel  
VP/GMM  
City Gear

"Our priority remains delivering the very best products and the most customized ways to shop to our customers," said Jared Briskin, SVP & Chief Merchant, Hibbett | City Gear. "I could not be more excited about the new structure of my team and how we will 'wow' customers with an even more targeted and tailored shopping experience."

As a part of the new alignment, Hibbett has also announced the hiring of industry veteran, Stephani Smith as VP/GMM Hibbett. Smith brings 27 years of industry experience with Nike, spanning across North America, Europe, the Middle East and Africa. Her experience includes Sales and Merchandising, as well as, General Management at both Nike and Converse. In her new role, Stephani will be focused on furthering the development of the holistic women's business by sharply focusing on the female consumer at Hibbett.

"We could not be more thrilled to have someone with such tremendous experience join our team," said Jared Briskin, SVP and Chief Merchant of Hibbett | City Gear. "Stephani's background and leadership will complement the strength and experience of our current team."

## Merchandising Leadership Team Structure Alignment

- Jared Briskin, SVP & Chief Merchant, Hibbett | City Gear

- Alicia Kahn, VP of Planning, Hibbett | City Gear
- Varetta Banks, VP/GMM Men's, Hibbett
- Lauren Portera, VP/GMM Kid's & Team Sports, Hibbett
- Stephani Smith, VP/GMM Women's, Hibbett
- Brooke Frankel, VP/GMM, City Gear

### **About Hibbett Sports**

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with more than 1,000 Hibbett Sports and City Gear specialty stores located in 35 states nationwide. Celebrating its 75<sup>th</sup> year, Hibbett has a rich history of convenient locations, personalized customer service and access to coveted footwear, apparel and equipment from top brands like Nike, Jordan and adidas. Consumers can browse styles, find new releases, shop looks and make purchases online or in their nearest store by visiting [www.hibbett.com](http://www.hibbett.com). Follow us on Instagram, Twitter and Facebook @hibbettsports and @citygear.

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