

COMMERCE

VF Corporation taps longtime tech executive to helm company

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Effective July 17, 2023, Logitech-alum Bracken Darrell is to assume the role of president and CEO. Image credit: Business Wire

By LUXURY DAILY NEWS SERVICE

Global lifestyle apparel, footwear and accessories company **VF Corporation** is welcoming a new face to the top position.

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Effective July 17, 2023, Bracken Darrell is to assume the role of president and CEO. With a decade of experience leading Swiss software manufacturer Logitech International S.A., Mr. Darrell offers specialized knowledge of the digital business world.

"It's an honor and privilege to have the opportunity to serve as President and CEO of VF," said Mr. Darrell, in a statement.

"Like millions of people around the world, I love VF's iconic brands," he said. "I'm so impressed by this organization's sustained ability to keep its portfolio of brands at the forefront of culture over time during its 124-year history.

"I look forward to working closely with the Board, leadership team and the talented associates across VF to build on the initiatives underway to strengthen business performance and drive strong and sustainable growth and shareholder value creation."

Corporate cooperation

Mr. Darrell has served as president and CEO at Logitech International S.A. since 2013.

Now, he will be the 124-year-old company's 12th president. Benno Dorer, who has been filling the role of interim president and CEO since Dec. 5, 2022 ([see story](#)), will remain a member of the board, a position he has held since 2017.



Following May's 7 percent drop in sales in the Americas for the fourth quarter, Mr. Darrell steps in with a success record of business expansion. Image credit: VF Corporation

Additionally, Richard Carucci, a board member since 2009 and interim chair of the board in support of Mr. Dorer's temporary term, is now officially named chair of the board at VF Corporation.

"We conducted an extensive search and determined that Bracken has all the attributes to excel in this role," said Mr. Carucci, in a statement.

"He is a transformational and visionary business leader with a strong track record of performance across multiple industries," he said. "Throughout his career, he has demonstrated an outstanding ability to enhance design capabilities, delight consumers, and accelerate revenue growth and margin expansion.

"His broad executive management and deep international experience make him uniquely suited to partner with and guide VF's executive team and 35,000 talented associates around the world to fuel an exciting new future for the company."

Mr. Darrell took charge of Logitech's product innovation, business and brand management. While there, he was credited with the company's expansion into 20 unique product categories, assisting with its doubling of revenues and substantial market capitalization thanks to a focus on bolstered design strategies.

Before his time at Logitech, Mr. Darrell worked around the world as an executive at American manufacturing company Procter & Gamble as the president of its German brand, Braun. He was also with American multinational home appliance maker Whirlpool Corporation as the president of its Europe, the Middle East, and Africa (EMEA) division.

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