

**Wendy Yang**



**Former President of HOKA ONE ONE and Performance Lifestyle Brands at Deckers**

Wendy Yang is the former President of HOKA ONE ONE and Teva, collectively known as the Performance Lifestyle Group at Deckers Brands. She initially joined Deckers in 2015 as President of Teva and rapidly assumed responsibility of HOKA as well. Under her leadership, HOKA became one of the fastest-growing performance brands in history.

Wendy was responsible for leading and designing the global HOKA and Teva category strategy, positioning, value proposition, and expression in the market to unlock brand value, inspire consumer engagement, and deliver commercial results. Under Wendy's leadership, Teva reached record global brand revenue and profit and reclaimed the #1 sports sandal position in the US. She oversaw the successful expansion of HOKA in performance running and beyond to include fast-growing fitness, walking and outdoor, helping the brand reach a multitude of new consumers and growth. With Wendy at the helm, the HOKA brand grew over 14 x in revenue and is poised to cross the \$1B mark in 2022.

Wendy brought a wealth of industry experience in building out categories and brands, with a strong background in Performance, Lifestyle and Active segments. Prior to joining Deckers, Wendy held senior level positions with Timberland, Tommy Hilfiger Footwear, Reebok, Stride Rite Corporation, and more recently New Balance, where she served as General Manager, Women's Training, Lifestyle, Walking. At New Balance, she grew women's fitness by 70% globally and managed \$800 million of the \$3.3 billion business.

Wendy earned a Bachelor of Arts in Managerial Studies from Rice University and a Master of Business Administration from the Kellogg School of Management at Northwestern University. While at Rice, Wendy earned NCAA All-American honors. Wendy was also a professional tennis player and competed in tournaments including Wimbledon, The French Open and The Australian Open, during which time she reached a world ranking of #185.