



**Foot Locker**

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Brandemic's customer-centric philosophy was born long before it became a popular buzzword in academic and consulting circles. Our founder, Brent Hollowell, began his career on the retail sales floor of Foot Locker where he witnessed firsthand the disconnect between the company's heavy marketing efforts to price-conscious moms versus marketing to the wants, needs and behaviors of their most active customers, who were mostly young males 13-18.

Four years after completing Foot Locker's rigorous management training program, and two promotions later, Brent was named Vice President of Marketing and went on to lead a number of game-changing marketing and vendor relationship programs that enabled Foot Locker to navigate a rapidly evolving retail landscape and connect more directly with their primary audience, driving record growth.

Brent was then promoted to Vice President of Global Marketing, where he drove a collaborative multi-national process that resulted in the integration of Foot Locker's disparate international network of stores into a single unified global brand. In recognition of his groundbreaking strategic work and courageous change leadership, Brent was recognized with Foot Locker's (formerly Woolworth Corporation) two highest honors, the Special Achievement Award and Executive Leadership Award.

These early experiences shaped the Brandemic approach to deep customer insights leading to collaborative, cross departmental alignment behind truly relevant and sustainable brand strategies. In the two decades since, the processes have been honed, battle-tested and adapted with the changing times in order to benefit our clients in today's even more competitive landscape.