



JOHNNIE-O NAMES DAVE GATTO CEO

By Rebecca Dancer

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JOHNNIE-O NAMES CEO: Starting the New Year with a growth plan, johnnie-O has named Dave Gatto chief executive officer, effective Jan. 14. He takes over the post from John O'Donnell, who founded the Los Angeles-based lifestyle label in 2005. Most recently, Gatto served as ceo of mobile device accessories brand Incase Designs. Prior to that, he was president and ceo at Reef Holdings, where he led the sale of the surf sandals and apparel brand to VF Corp., where he then led its outdoor coalition division. He has also held positions at eToys, Inc., L.A. Gear, Inc., and Bain & Company. "We are thrilled to have a leader like Dave on board," O'Donnell said. "His past personal and professional experiences will help bring our company to the next level." Gatto will be based at Johnnie-O's new 5,000-square-foot headquarters in West Los Angeles. "I couldn't be more excited to partner with John and the team at johnnie-O," Gatto said. "The unique and innovative products bring a fresh twist to the premium classics category."