



PetSmart Appoints Stacia Andersen as Executive Vice President of Merchandising and Customer Experience

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PetSmart, Inc., the largest specialty pet retailer of services and solutions for the lifetime needs of pets, today announced the appointment of Stacia Andersen as its executive vice president of Merchandising and Customer Experience.

A veteran of the retail and consumer industries for more than two decades, Andersen will report to J.K. Symancyk, PetSmart's president and chief executive officer. She will oversee all functions of merchandising including buying and sourcing, proprietary brands and planning and allocation, as well as all areas of marketing including brand strategy, creative, digital, loyalty and CRM.

Andersen joins PetSmart from Abercrombie & Fitch, where she served as brand president leading the rebuilding and transformation of all aspects of the Abercrombie & Fitch and abercrombie kids brands. She also played an instrumental role in developing the Abercrombie & Fitch store into a complete omni-channel experience. Previously, Andersen worked for Target, where she held various leadership roles including senior vice president of Merchandising for several different divisions including: Apparel, Accessories and Baby, and Home and Seasonal.

"Stacia is an innovative and inspiring retail veteran with a track record of delivering exceptional results across diverse business categories," said J.K. Symancyk, president and CEO for PetSmart. "We continue to focus on putting the customer at the center of everything we do, and we're confident that Stacia is the right leader to strengthen our customer-facing strategy and maximize our merchandising and marketing functions."

Andersen brings extensive knowledge and experience in omnichannel merchandising, global sourcing, brand building, designer and brand partnerships, operational excellence, and inventory planning and marketing.

"I'm thrilled to be joining such a strong company that is completely devoted to understanding and serving the needs of its customers," said Andersen. "PetSmart plays an important role in the lives of both pet parents and their pets, and I look forward to working with the teams to



provide our customers with the most compelling and meaningful experiences both in stores and across digital platforms.”

A graduate of Buena Vista University in Storm Lake, Iowa, Andersen received a Bachelor of Arts in Marketing and Corporate Communications.

Kirk Palmer Associates, an executive search firm based in New York, assisted in filling this role.