

Heidi Cooley Gets Cozy at Lovesac as its First Chief Brand and Marketing Officer

Chief marketing officer (CMO) Heidi Cooley is leaving Crocs to join Lovesac as its first chief brand and marketing officer, effective April 23.

Cooley had been CMO of Crocs since 2021. She's held several senior marketing roles in her nearly 9 years at the footwear brand, helping it forge a lane in culture while driving record profitability. Before that, Cooley held several marketing leadership roles at the now-defunct sporting goods store Sports Authority.

"After 9 years of fan-first creativity and innovation, the Crocs team rewrote the playbook and co-created a foundation that is Croc-solid," she wrote in a LinkedIn post today (April 11). "Being part of the Crocs brand transformation has truly been one of my greatest privileges and one of the most exciting and rewarding times of my career."

At Lovesac, Cooley will lead marketing, e-commerce, and brand strategy. She will report to president and chief operating officer (COO) Mary Fox.

"Beyond her impressive track record, Heidi is also a strong cultural fit," chief executive officer Shawn Nelson said in a statement. "She shares our values and our passion for Designed for Life products and tailored customer acquisition engines. I am confident she will be a significant driver to reaching our goals of three million Lovesac households by 2030 and building the most loved home brand in America."

Cooley said in a statement that she is looking forward to building upon Lovesac's "fan-first marketing approach that drives meaningful consumer connections and long-term profitable growth."

For its fiscal year 2025 (ending Feb. 2), Lovesac reported total net sales of \$680 million, a 2.8% decrease year-over-year. However, it expects net sales between \$700 million and \$750 million for fiscal year 2026, which it said "incorporates the expected impact from tariffs in place prior to April 2, 2025."

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