



FFANY ANNOUNCES JOHN HERON AS EXECUTIVE DIRECTOR

NEW YORK, NY [December 5, 2018] - The **Fashion Footwear Association of New York (FFANY)** is excited to announce that John Heron, a driven and innovative Sales, Marketing & Operations Executive known for leading growth and market opportunities in complex environments, has been elected as the new Executive Director of FFANY.

“John Heron is an accomplished footwear executive with over 20 years experience in the industry and will work closely with association members to maximize the value of their connection with the FFANY organization,” says Ron Fromm, President and CEO of FFANY. “He has a proven record of bringing people together to generate results and winning solutions and knows the importance of collaborative strategic planning to position our organization for the future.”

Heron joins the FFANY organization following a successful career at HH Brown where he led the Born Brand Group for the past 13 years as Senior Vice President and General Manager. Before joining HH Brown, Heron spent six years in marketing roles at Nike.

Heron’s role will be effective January 1.

ABOUT THE FASHION FOOTWEAR ASSOCIATION OF NEW YORK (FFANY)

Founded in 1979, the Fashion Footwear Association of New York (FFANY) is a not-for-profit trade association dedicated to growing the fashion footwear industry. For over 35 years, FFANY has been bringing together footwear retailers, brands, designers, buyers and sellers through the New York Shoe Expo, held 4 times a year. FFANY strives to unite the industry through charity and to strengthen the industry by establishing the foundation for expertise through education.

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