

# FOOTWEAR PLUS

## FFANY NAMES JOHN HERON EXECUTIVE DIRECTOR

**December 7, 2018**

The Fashion Footwear Association of New York (FFANY) has named John Heron Executive Director of FFANY, replacing Ron Fromm, president and CEO, effective Jan 1, 2019. Heron is a veteran sales, marketing and operations executive from H.H. Brown and is known for leading growth and market opportunities in complex environments.

“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,” states Fromm. “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.”

At HH Brown, Heron led the Born Brand Group for the past 13 years as senior vice president and general manager. Before joining HH Brown, he spent six years in marketing roles at Nike.

