



FOR IMMEDIATE RELEASE

## Apparel & Brand Veteran Cindy DiPietrantonio Takes the Helm at Boathouse Sports as New CEO & President.

**Philadelphia, PA – September 21, 2020:** Boathouse Sports, the USA based manufacturer of elite performance outerwear and gear, announced today that Cindy DiPietrantonio has been appointed President and Chief Executive Officer. She assumes day-to-day leadership of the Company. DiPietrantonio is the former President of Alex and Ani, LLC and SHEEX, Inc. She also spent over twenty-five years at The Jones Group in senior leadership roles, including Chief Operating Officer. In her 30-year career, she has built businesses and driven profitable growth, turned around underperforming companies, and created new ventures. Cindy's functional background has encompassed strategic leadership, supply chain and operations, process improvement, development of talent, and business development.

Boathouse Sports, the Premium brand of custom athletic outerwear and gear, combines mass customization and a lean enterprise to deliver the highest quality product to over 500,000 teams and 10 million athletes over the last two decades. All products are made at the Boathouse Sports vertically integrated manufacturing facility in Philadelphia, PA.

Ms. DiPietrantonio remarked, *“I am incredibly excited to join Boathouse Sports and lead the next phase of the Company’s transformation. This is a tremendous opportunity. Boathouse Sports has a rich, authentic heritage. I look forward to working with John and the team at Boathouse Sports, building on the Company’s 40-year history of delivering quality products produced in the USA with an excellent customer experience.”*

The Company’s Founder and Chairman, John Strotbeck commented, *“I am thrilled to have the opportunity to work with Cindy as we move the Company to become the top brand coveted by athletes and athletic enthusiasts. We are in a solid position to take advantage of our heritage, our core competencies, our Made in USA message and our technology to win in the new consumer world post-COVID-19, and Cindy is the person to guide this Company. She is widely recognized as an accomplished business leader and innovator. I am excited to have Cindy join our team of dedicated and talented employees.”*

### About Boathouse Sports®

Boathouse Sports® designs and manufactures Elite Performance outerwear along with uniforms and training gear for Teams and athletic enthusiasts nationwide and abroad. Based in the city of Philadelphia



since its inception in the late Eighties, where it manufactures 100% of its products, Boathouse Sports has earned an exclusive customer base of schools, universities, and teams. Boathouse Sports® continues to expand its reach as one of the fastest-growing custom athletic apparel brands in the world. Among its innovative technologies Boathouse Sports invented (March 2008) the “Team Store,” the online platform that has become ubiquitous in team purchasing nationwide. Boathouse Sports launched its online Custom Product Design, Purchase & Management Platform in July 2017. See Boathouse Sports® at “boathouse.com.”

#### **FOR MORE INFORMATION:**

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##### **Related Links:**

[www.boathouse.com](http://www.boathouse.com)