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## FOR IMMEDIATE RELEASE

### **Mud Pie Announces Exciting Changes to Executive Leadership Team**

*Angie Pfeifer has been promoted to Vice President of Sales and Adam Shapiro has been hired as Executive Vice President of Finance*

ATLANTA – Sept. 5, 2023 – Mud Pie, leading gift manufacturer, is pleased to announce exciting executive leadership changes, including Angie Pfeifer’s promotion to Vice President of Sales and the hire of Adam Shapiro as Executive Vice President of Finance. These changes are emblematic of the company’s dedication to strategic growth, innovation, and commitment to delivering unparalleled customer experience.

Angie Pfeifer, who has been with Mud Pie since 2013, has a 30-year track record of success in various leadership roles. She earned a Bachelor of Science in Business Administration with a concentration in Marketing from the University of Richmond’s Robins School of Business, and has held several national accounts roles over the years. Pfeifer served as National Sales Director at Golden Girls and National Account Manager at London Fog, where she masterfully navigated the national sales landscape.

Since joining Mud Pie in 2013 as National Account Manager, Pfeifer’s contributions have been instrumental in driving the company’s growth trajectory to unprecedented heights. Her strategic vision and dedication propelled her through the ranks, later assuming the role of Director of National Accounts. Under her guidance, Mud Pie’s largest national accounts experienced exponential growth, doubling their business from 2020 to 2022.

In her role as Vice President of Sales, Pfeifer oversees all sales operations and customer experience, working closely with Mud Pie’s leadership to develop sales strategy and engagement. “I would define my leadership style as adaptable and collaborative,” says Pfeifer. “In an ever-evolving industry, I believe in staying receptive to new approaches while fostering communication and teamwork across departments and external partners. I’m excited to jump into this role and work closely with our retailers to determine their needs and provide them with the products and tools they need to be successful.”

Zander Brekke, President of Mud Pie, notes, “Angie has become a trusted and respected resource over her nearly 10 years with Mud Pie, and she has a wealth of knowledge that we are excited to tap into even further. She has a unique grasp on the state of the industry and what our retailers need, both from an independent and a national level. I’m thrilled to see her grow in this role and am excited to collaborate to streamline and execute strategy.”

In addition to Pfeifer’s appointment to Vice President of Sales, Mud Pie is delighted to welcome Adam Shapiro to the leadership team as Executive Vice President of Finance. With more than 13 years of experience propelling business growth and executing strategies across diverse industries, Shapiro has become a seasoned professional at the forefront of financial leadership. He received a Bachelor of Business Administration from The University of Texas at Austin, setting the stage for his impactful career.

Prior to his time at Mud Pie, Shapiro gained meaningful experience through various investment banking and private equity positions in finance capitals such as Dallas, Charlotte and New York. He then took on the role of Vice President of Strategy at Claire’s, the global jewelry and accessories retail giant located in Chicago. He subsequently assumed the position of Chief Financial Officer at ThreadStudio, an innovative print on-demand manufacturer based in Atlanta.

As Executive Vice President of Finance, Shapiro adeptly identifies avenues for growth while streamlining operational efficiencies, preserving Mud Pie’s position as an industry leader. Shapiro’s commitment to fostering a culture of intellectual curiosity is evident, aligning seamlessly with his belief in cross-functional collaboration and identifying and executing growth strategies. Shapiro notes, “I am eager to contribute to the company’s continued success and help lead Mud Pie through its next phase of expansion while maintaining its strong organizational culture.”

Marcia Miller, Mud Pie’s Founder and Chief Executive Officer, says, “Adam truly understands Mud Pie’s desire to scale growth while maintaining our standards of personal, hands-on customer service. I’m thrilled to welcome him to the team and am excited to immerse him in the Mud Pie world.”

The executive leadership changes at Mud Pie reflect the brand’s unwavering commitment to innovation, growth, and exceptional customer experiences. Pfeifer’s promotion to Vice President of Sales and Shapiro’s appointment as Executive Vice President of Finance are poised to propel Mud Pie to new horizons.

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### **About Mud Pie**

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at [www.mudpie.com](http://www.mudpie.com).