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FOR IMMEDIATE RELEASE

Mud Pie Appoints Jennifer Glover as Chief Marketing Officer

ATLANTA – May 18, 2026 – Mud Pie, leading gift and home décor brand, is pleased to announce the appointment of Jennifer Glover as Chief Marketing Officer, strengthening the company's executive leadership team as it continues to accelerate growth across digital commerce, wholesale, marketplaces and brand marketing.

Glover brings more than two decades of experience leading transformational growth initiatives for consumer brands across eCommerce, omnichannel retail, CRM, digital marketing and customer experience. Throughout her career, she has led large-scale digital transformation efforts, scaled high-growth consumer businesses and driven measurable revenue growth through a combination of strategic leadership and hands-on execution.

At Mud Pie, Jennifer will oversee brand marketing, digital commerce, customer acquisition and retention, CRM, social commerce, marketplaces, public relations and integrated marketing strategy. She will focus on strengthening the customer journey, expanding digital capabilities, and driving long-term brand growth while continuing to support Mud Pie's strong wholesale and direct to consumer eCommerce foundation.

"Jennifer is a transformational leader with a rare combination of strategic vision, operational excellence and deep digital expertise," said Mark Smith, chief executive officer of Mud Pie. "She understands how to scale brands in today's rapidly evolving retail environment while staying true to the heart of the customer experience. Jennifer brings energy, innovation and leadership that will help shape the future of Mud Pie, and we are thrilled to welcome her to the team."

Jennifer joins Mud Pie following executive leadership roles across multiple consumer brands where she led eCommerce growth, digital modernization, CRM transformation, marketplace expansion and omnichannel customer experience initiatives. She has extensive experience driving growth across direct to consumer, wholesale, Amazon, retail and emerging commerce channels.

"I am incredibly honored to join Mud Pie at such an exciting moment in the company's evolution," notes Glover. "Mud Pie has built an exceptional brand with a loyal customer base, a strong culture, and a tremendous growth opportunity ahead. I'm excited to partner with the talented team to continue expanding the brand, elevate the customer experience, and build meaningful connections with consumers across every channel."

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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 headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.