

# Hallmark Names Consumer Brand Veteran President of its Retail Business

KANSAS CITY, Mo., Nov. 6, 2018 /PRNewswire/ -- Steve Farley has been appointed president of Hallmark's Retail business and will be responsible for leading its network of nearly 2,000 Hallmark Gold Crown stores as well as its ornament and gift businesses. Hallmark partnered with executive search firm Berglass+Associates to locate and hire Steve.



*Steve Farley, new president of Hallmark's Retail business*

Farley brings more than 30 years of retail industry experience in both specialty branded and big box environments. He was most recently CEO-North America of Regus Corp. Prior assignments included serving as president of Yankee Candle, executive vice president of marketing and merchandising at Bombay Company, and senior vice president of marketing at Payless ShoeSource.

"I'm excited about Steve and the important capabilities he will bring to our team," said Don Hall, CEO, Hallmark Cards, Inc. "His breadth and depth of retail experience in a wide range of retail and business environments; along with his brand affinity and consumer orientation will serve us well. Steve's record and reputation of building strong, collaborative teams and cultures will be an asset to our retail business."

"I am thrilled to be a part of such a wonderful company known for bringing people together," said Farley. "Hallmark's retail business is the 'front lines' of the company, representing the brand to our valued customers. I look forward to making that experience even more magical and memorable."

Farley earned his bachelor's and master's degrees from Rutgers University in New Brunswick, New Jersey.