



**Sam Haddad**  
**Principal**  
**Haddad Brands**

Sam Haddad serves as a Principal at Haddad Brands, the premier global children's apparel, accessories, and hosiery company. In this capacity, he heads the Sales, Planning, Marketing, Digital, and Design functions for some of the most recognized brands in the world – Nike, Levi's, Jordan, Hurley and Converse.

Born and raised in Brooklyn, Sam Haddad attended the Wharton School of Business at the University of Pennsylvania while working towards gaining necessary skills to drive the family business. Sam maintained a strong presence in the Haddad Brands office while at university, and eventually worked as a full-time sales executive following his graduation in 1993. Since then, Sam has worked in every facet of the business and is known as the champion of the company's belief that success is measured by the respect of its customers, licensors, employees, and business partners. He constantly strives to set the highest standards in every aspect of the business.

Sam's leadership extends beyond the Haddad Brands business. Sam is active with a variety of charitable foundations, including Delivering Good. He is an active member of the Retail Advisory Board at the Wharton School of Business and is a member of the Board of Directors at the Fashion Institute of Technology. Sam has developed a passion for teaching and sharing his business experience with employees and students through lectures and organized events. He takes a frank, humorous approach when sharing sales insight and customer strategy. Sam's enthusiastic nature energizes audiences, and he finds working with the next generation very rewarding.