

**Vince Adams**  
**Chief Financial Officer and Brand Strategy, Banana Republic**

Vince Adams leads all financial and strategic elements of Banana Republic, a \$2.5 billion multi-channel, global apparel brand with more than 700 company-owned and operated stores and franchise retail locations. He is responsible for the brand's profitability, portfolio management, growth strategies, competitive intelligence and strategic planning.

Vince joined Banana Republic in 2017 and has led key programs to support the brand's turnaround, including a focus on growing sales and profitability through real estate optimization, a new store operating model, the transition from a bi-coastal brand to one HQ, new inventory management systems and new customer acquisition programs.

He has 20+ years of leadership experience in managing both high-growth channels as well as mature businesses. Prior to joining Banana Republic, Vince led the brand finance for Gap Online and Gap Outlet globally. He began his career at JC Penney in their Retail Management Program.

Vince holds an M.B.A. in Finance/Strategy from Washington University and a B.S. in Marketing from Hampton University. In his free time, Vince is an avid tennis player, and he enjoys traveling with his wife and eight-year old son.