

Matt Kaden is Chief Strategy Officer for Pharrell Williams' Billionaire Boys Club and Icecream brands.

Matt's career has spanned more than 20 years in fashion and retail, as both an executive and strategic advisor, beginning his career at Macy's Executive Training Program in merchandise planning. He then went on to work at Kellwood Company and Jones Apparel Group, holding roles in finance and strategic management.

Upon completing his MBA, Matt moved into strategic advisory work, as a Director at Avalon Net Worth, representing fashion and retail companies on M&A, strategic partnership, and licensing transactions. Matt then co-founded Matter Strategic Advisors, focusing on growth strategies for client companies, while facilitating strategic partnerships, including joint ventures and creative licensing to solve complex business challenges.

Prior to his current role, Matt was a Managing Director at MMG Advisors, a boutique M&A and strategic advisory firm servicing the fashion, retail and related consumer product industries.

In addition to being a co-chair of the Associate Council, Matt is part of The Expert Network of New York Fashion Tech Lab, an advisor to The Lead, and a mentor for both XRC Labs and The Ember Company. Additionally, Matt has been published in Business of Fashion, WWD, and a frequent guest on the Fashion is Your Business Podcast.

Matt received his BS in Marketing from The Pennsylvania State University's Smeal College of Business and MBA from CUNY Baruch's Zicklin School of Business.

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