

# maurices

## **Ali Wing**

*CMO, EVP of Digital Channels*

Ali Wing is the chief marketing officer and EVP of digital channels at **maurices**. Ali started her career with NIKE in marketing (NIKE women and sport casual) and later moved into corporate development (NIKE and NIKE International).

From creating brand, marketing and digital strategies for venture capital-backed multichannel retail concepts like Gazoontite to founding and launching giggle, a multichannel retailer, wholesaler and licensor of baby products, Ali's passion and legacy is brand building and innovation.

Ali was born in Northern California and raised in Montana, where she was one of nine children, five of whom were adopted from different cultures. With a lifelong focus on healthy living and community, she is a champion of ecological issues and is active on several boards. In 2014, she was honored with the Corporate Champion Award from Worldwide Orphans Foundation.

She continues to track new courses both personally and publicly, as a businesswoman, an outdoorswoman, a wife, and a mother. Her education includes an MBA from Northwestern University's J.L. Kellogg Graduate School of Management and a JD from the Northwestern School of Law.