



PRESS RELEASE

# DICK'S Sporting Goods Announces New Members of Leadership Team

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PITTSBURGH, May 2, 2019 /PRNewswire/ -- DICK'S Sporting Goods (NYSE: DKS) announced it has appointed Ed Plummer as the Company's Chief Marketing Officer and Steve Miller as the Senior Vice President of Strategy and Analytics. Both will report to Lauren Hobart, President of DICK'S Sporting Goods.

As Chief Marketing Officer for DICK'S, Plummer will lead the Company's overall marketing strategy and implementation, including brand building, traffic driving elements, and its continued digital transformation across all consumer touch points. Most recently, Plummer served as the Company's interim Chief Marketing Officer since February 2019 and prior to that he spent three years as Senior Vice President – DICK'S Team Sports HQ. Plummer joined the Company in 2010 as the VP of Customer Relationship Management in marketing. Earlier in his career, he worked for American Express holding a variety of leadership roles.

Miller joins DICK'S from Joann Stores where he served as the Senior Vice President of Marketing and eCommerce. Prior to Joann Stores, Miller held a variety of leadership roles at McKinsey & Company, Arizon Companies and UrbanFuture. In this newly created role, Steve will be responsible for driving strategic initiatives across the Company and adopting a centralized test and learn approach across all channels, in addition to providing leadership to DICK'S Strategy & Innovation and Strategic Initiative Management teams.

"I am thrilled to announce both Ed and Steve's appointments," said Lauren Hobart, President of DICK'S Sporting Goods. "These two executives' skills and experience in the industry will be tremendous assets to our leadership team and will undoubtedly help accelerate our business and continue our strong track record of innovation and success."

[About DICK'S Sporting Goods, Inc.](#)

Founded in 1948, DICK'S Sporting Goods, Inc. is a leading omni-channel sporting goods retailer offering an extensive assortment of authentic, high-quality sports equipment, apparel, footwear and accessories. As of May 1, 2019, the Company operated 727 DICK'S Sporting Goods locations, serving and inspiring athletes and outdoor enthusiasts to achieve their personal best through a blend of dedicated teammates, in-store services and unique specialty shop-in-shops. Headquartered in Pittsburgh, PA, DICK'S also owns and operates Golf Galaxy and Field & Stream specialty stores, as well as DICK'S Team Sports HQ, an all-in-one youth sports digital platform offering scheduling, communications and live scorekeeping through its GameChanger mobile apps, free league management services, customer uniforms and fan wear and access to donations and sponsorships. For more information, visit the Investor Relations page at [dicks.com](http://dicks.com).

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