

# Pamela Fields

**Former CEO**

Stetson Worldwide, Inc.; ZoCo Holdings, LP



Pamela Fields is a skilled corporate executive and entrepreneur. She brings more than 30 years of experience leading large-scale turnarounds, scaling startups, and expanding enterprises into global markets across a wide variety of industries. She has an impressive track record of driving top and bottom-line growth through strategy and execution, marketing, and process and product innovation. Having led in an array of corporate cultures, Fields is adept at aligning teams across divisions and geographies to achieve annual objectives. As an ExCo Mentor, she excels at helping leaders further develop to drive transformation and scale.

Specializing in long-term complex integrations, Fields worked with iconic organizations, including The Gap, Timex, Swiss Army Brands, Playboy, Bulova, Instinet, Warnaco, Li & Fung, and Ryan Partnership. Often serving as an interim C-suite executive within client organizations, Fields and her team delivered integrated programs to organizations combining sales, marketing, financial, and operations planning. For her work on behalf of Ryan Partnership and Unilever's Dove brand, Fields led a team that received three Echo awards.

Fields served as CEO of Stetson Worldwide, Inc. an iconic privately-held licensed products company. During her time as chief executive, Stetson signed 8 new licenses contributing to an incremental 10% lift to retail sales in just the first

year of the license. Additionally, Fields oversaw the expansion into new global markets as well as the launch of the first Stetson branded US e-commerce site.

Previously, Fields worked in a variety of retail organizations including as President of Tag Heuer USA, SVP at Parfums Christian Lacroix, and VP at The Limited division of The Limited, Inc.

Fields received her BA from Princeton University. She speaks French, Portuguese, Spanish and Italian. Fields currently resides in New York City.



It was fantastic. I'm already a better professional as a result of my work with Pam. I think we've connected on a personal and professional level. She's, in many ways, someone I wish I had guiding me along the career for the past few years, in terms of the wisdom, the practical experience, the pushback, and the consideration of different perspectives.

**– Division President,  
Global Fast-Food Restaurant Company**

