



Stephen Dull **Vice President – Strategy**

Stephen Dull joined VF Corporation in January 2005 as Vice President – Strategy. His responsibilities include the identification of long-term strategic growth initiatives and brand development.

Previously, Dull was the Lead Partner for Accenture’s Brand Strategy Practice and its High Performance Business Marketing Initiative, where he developed marketing, sales and brand strategies for consumer products companies ranging from food, retail, financial services and electronics.

From 1988 to 1997, Dull served in several positions at McKinsey & Company, working with numerous Fortune 50 clients on brand building, business development and marketing strategy. Dull led client teams in building consumer insight, new product development and other growth issues. Dull also started and led that firm's B2B marketing center.

Before joining McKinsey, Dull worked at The Pillsbury Company on a diverse set of top consumer brands.

Dull holds a B.A. degree in International Political Science from Michigan State University and an M.B.A. in Marketing from the University of Michigan.