

## Winnebago Industries Announces Senior Leadership Moves – Amber Holm Joins as SVP, Chief Marketing Officer; Sridhar “Sri” Koneru promoted to SVP, Chief Information Officer; Chad Reece promoted to VP, Government and Industry Relations

June 30, 2022

*-- Holm responsible for advancing enterprise strategic marketing and communications --*

*-- Koneru will drive IT strategies and internal digital transformation initiatives --*

*-- Reece to foster elevated engagement with outdoor industry and government organizations --*

EDEN PRAIRIE, Minn., June 30, 2022 (GLOBE NEWSWIRE) -- Winnebago Industries, Inc. (NYSE: WGO), a leading outdoor lifestyle product manufacturer, announced today that Amber Holm will be joining Winnebago Industries as Senior Vice President, Chief Marketing Officer. Sri Koneru is promoted to Senior Vice President, Chief Information Officer and Chad Reece is promoted to Vice President, Government and Industry Relations.

### Amber Holm

In the newly created CMO role, Holm will work strategically to create an even more vibrant Winnebago Industries portfolio by driving marketing and branding efforts at the enterprise level, and engaging the Company's numerous stakeholders more proactively from a communications perspective. Amber will report directly to Winnebago Industries President and CEO, Michael Happe.

Holm joins Winnebago Industries effective July 6, 2022, after more than two decades leading marketing and brand management for top consumer brands across multiple industries. Most recently, as Vice President, Brands at Newell Brands, she led the global housewares business, including Rubbermaid, Calphalon, FoodSaver, and Ball Canning, achieving record sales growth and transforming brand positioning, consumer insights, and omnichannel marketing.

Prior to that, Holm spent six years at Bridgestone Americas as Vice President of Marketing, leading the Bridgestone and Firestone tire brands in the U.S. and Canada, and 13 years at General Mills overseeing a variety of brands including Pillsbury, Lucky Charms, and Cheerios as well as driving customer marketing efforts and building a multicultural marketing program. Holm earned a BA from Yale University and an MBA from Harvard Business School.

Winnebago Industries President and CEO Michael Happe commented, "We are excited to welcome Amber, an experienced and highly accomplished marketing leader, to our Executive Leadership Team. Over the past six years, we have built a stable of premium, leading outdoor recreation brands under the Winnebago Industries parent company umbrella. These are incredible assets and as CMO, Amber will especially strengthen the Winnebago Industries enterprise brand, captain the sharing of best brand management practices across the organization, and drive crucial strategic communications and consumer insights efforts."

### Sri Koneru

In his expanded role as CIO, Koneru will partner with company leaders in the development and implementation of digital strategies, including the transformation of customer engagement and interaction, information technologies within products, and internal digital transformation initiatives across the Company. As a member of the Executive Leadership Team, Koneru will continue to report to Bryan Hughes, CFO and Senior Vice President, Finance, IT, and Strategic Planning.

Hughes commented, "Sri joined Winnebago Industries two years ago and has been Vice President, IT since his arrival. In this period, he has made significant contributions, most notably in bolstering a cyber-security platform and building a highly qualified team to execute cyber and digital strategy. His extensive expertise in enterprise architecture, digital transformation, leveraging

### Sri Koneru



Sri Koneru

### Amber Holm



Amber Holm

### Chad Reece



Chad Reece

data, and mobile and cloud technology, as well as a history of leading successful ERP implementations make him a perfect fit for this expanded role.”

Prior to Winnebago Industries, Koneru was with Xcel Energy as Area Vice President, IT & Digital Strategy, where he successfully led a major ERP rollout across the entire enterprise and the deployment of digital tools. He also spent 15 years with Target Corporation in Solution Delivery and Portfolio Management roles, overseeing business process automation, monitoring a key global ERP implementation, and translating business strategies into technology roadmaps. Koneru earned his Bachelor of Engineering in Electronics and Telecommunication Engineering from the University of Bangalore, India.

#### **Chad Reece**

As VP, Government and Industry Relations, Reece will be responsible for oversight of ongoing engagement with various outdoor industry related organizations, state and national level government and corporate development contacts, and awareness of key legislation trends and issues. He will also support various corporate relations initiatives and report to Stacy Bogart, SVP, General Counsel, Secretary and Corporate Responsibility.

A 34-year veteran of Winnebago Industries, Reece has served in many critical leadership roles, most recently as Director, Corporate Relations where he led enterprise branding and had oversight and management of communications and public relations across Winnebago Industries. Prior to that Reece served as Director of Marketing for 15 years. Additionally, he has been active at the board and committee levels with several state and national organizations including the RV Industry Association and was recently elected Treasurer of the Iowa Association of Business and Industry. Reece is a graduate of Northwest Missouri State University, Maryville and resides with his wife in Forest City, Iowa where he serves on a variety of local civic and community boards in North Iowa.

Bogart commented, “As VP, Government and Industry Relations, Chad will leverage his long-term government and industry relationships to further enhance Winnebago Industries’ leadership in the outdoor recreation industry. He will continue to be a great ambassador for our Company, and I look forward to collaborating with him in his expanded role.”

#### **About Winnebago Industries**

Winnebago Industries, Inc. is a leading North American manufacturer of outdoor lifestyle products under the Winnebago, Grand Design, Chris-Craft, Newmar and Barletta brands, which are used primarily in leisure travel and outdoor recreation activities. The Company builds quality motorhomes, travel trailers, fifth-wheel products, pontoons, inboard/outboard and sterndrive powerboats, and commercial community outreach vehicles. Winnebago Industries has multiple facilities in Iowa, Indiana, Minnesota, and Florida. The Company's common stock is listed on the New York Stock Exchange and traded under the symbol WGO. For access to Winnebago Industries' investor relations material or to add your name to an automatic email list for Company news releases, visit <http://investor.wgo.net>.

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Photos accompanying this announcement are available at:

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