



Ross Widmoyer

President & CEO
Faribault Woolen Mill Company

An accomplished leader and operator, Ross has more than twenty years of frontline experience in finance, manufacturing, consumer brands, big box merchandising and specialty retail.

Ross became President & CEO of Faribault Mill in January 2022 after serving as President & Chief Operating Officer during the turnaround of the 158-year-old manufacturer, wholesaler, and retailer from 2020 – 2021. In 2014, Ross joined Allen Edmonds as Vice President and Head of Retail Stores and expanded the company's retail footprint from 46 stores to 78 stores, giving the brand true coast-to-coast reach. Prior to Allen Edmonds, Ross held multiple senior merchandising roles across several strategic categories at Target Corporation, including food, beverages, and toys, where he held responsibility for a \$1B+ P&L. Ross began his career in the Private Capital Group at Piper Jaffray.

A graduate of the University of Wisconsin, with an MBA from the Tuck School of Business at Dartmouth College, Ross is married to his wife, Darrah, and is the proud father of two boys, Will and James.