



**Media contact:**

Cynthia Georgeson  
262/631-6653 (office)  
262/770-1022 (cell)  
[cgeorges@johnsonoutdoors.com](mailto:cgeorges@johnsonoutdoors.com)

**Helen Johnson-Leipold  
Chairman/CEO, Johnson Outdoors**

**Education:**

B.A. degree in psychology from Cornell University, 1978

**Experience:**

Ms. Johnson-Leipold began her business career at Foote, Cone & Belding in Chicago in 1979, directing the advertising for some of America's major consumer packaged goods companies, including Kraft, Sara Lee and Beatrice Foods

She joined S.C. Johnson in September 1985 in the product management area and in 1989 was appointed Director of U.S. Marketing Services. In June 1992, she was appointed Vice President - Consumer Marketing Services, Worldwide before moving to Johnson Worldwide Associates as Executive Vice President of North American businesses in 1995.

Ms. Johnson-Leipold returned to S.C. Johnson in 1997 as Vice President, Personal & Home Care Products. In March 1999, she was elected chairman and CEO of Johnson Outdoors Inc. In June 2004, she was named Chairman of Johnson Financial Group, Inc. and Chairman, Johnson\*Keland Mgt. and is the only member of her family to serve as a director of all four Johnson enterprises, including JohnsonDiversey, Inc. and S.C. Johnson & Son, Inc.

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Ms. Johnson-Leipold is Chairman of the Board of The Johnson Foundation; a Trustee of The S.C. Johnson Fund; and the founder and Chairman of the Board of Next Generation Now, a child development and family support program located in Racine. She serves on the boards of Prairie School, Racine Charter One, Racine County Workforce Development Center and Sustainable Racine; and is a member of the Cornell University Athletic Advisory Board.

**Additional information about Helen Johnson-Leipold:**

- Ms. Johnson-Leipold is the first woman in five generations to lead a Johnson family company. She broke through the glass ceiling to assume a leadership role of not one, but three family enterprises (Johnson Outdoors, Johnson Financial and Johnson\*Keland Mgt).
- Per Sam Johnson's wish, Ms. Johnson-Leipold assumed all of his roles upon his passing. In addition to being named chair of Johnson Financial Group and Johnson\*Keland Mgt. Inc., she became chairman of the Johnson Foundation (Wingspread) and vice chairman of the Prairie School board. She also serves on Sustainable Racine, an organization she has been involved with since its beginning in 1996.
- She and her husband, Craig Leipold, own the Nashville Predators of the National Hockey League. They have five sons.
- Ms. Johnson-Leipold is very involved in philanthropy and community service as the founder of Next Generation Now – an inner-city program that serves the most vulnerable and tries to give them a healthy start at life. She doesn't just give money; she gives her time and her heart to this.
- Ms. Johnson-Leipold is the only female CEO of a major recreational products company.

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