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**FOR IMMEDIATE RELEASE**

### **Mud Pie Promotes Adam Shapiro to Chief Financial Officer**

*Shapiro takes on the new role as former Chief Financial Officer, Mark Miller, transitions to an advisory board position*

ATLANTA – Oct. 17, 2024 – Mud Pie, leading gift, home décor, and lifestyle brand, is pleased to announce the promotion of Adam Shapiro to Chief Financial Officer. Shapiro, who has served as Mud Pie’s Executive Vice President of Finance since the summer of 2023, brings more than 14 years of financial leadership and strategic acumen to the role. Mud Pie’s former Chief Financial Officer, Mark Miller, held the position for 26 years before transitioning to a role as a member of the board. Miller will continue to remain active with the company and will work with Shapiro and his team in an advisory capacity.

During his tenure at Mud Pie, Shapiro has played a critical role in several key initiatives, including the successful launch and go-live of a new enterprise resource planning system, optimizing company cost structures, strengthening financial controls, and advising on the direct-to-consumer strategy alongside Mud Pie’s eCommerce team.

Marcia Miller, Mud Pie’s Chief Executive Officer, notes “Adam has been an invaluable asset to our team over the last year and a half. His deep expertise in finance, combined with his strategic vision, will continue to drive our growth and enhance our financial performance as we enter this next chapter.”

Shapiro earned a Bachelor of Business Administration from The University of Texas at Austin, and went on to hold significant roles in investment banking and private equity across major financial hubs. He served as Vice President of Strategy at Claire’s, the global jewelry and accessories retail giant located in Chicago. Throughout his five years there, Shapiro played a pivotal role in Claire’s recovery from bankruptcy, the growth of the concessions business and the shaping of its long-term strategy. He subsequently assumed the position of Chief Financial Officer at ThreadStudio, an innovative print on-demand manufacturer based in Atlanta.

Shapiro notes, “I am honored to take on the role of Chief Financial Officer at Mud Pie. The company has a rich history of creativity and excellence, and I am excited to lead our financial strategy as we continue to innovate and expand. I look forward to partnering with Mark and Mud Pie’s leadership team to deploy strategies that grow Mud Pie’s market share and foster the culture that makes us truly unique.”

As Chief Financial Officer, Shapiro aims to lead the company through its next phase of expansion while nurturing its strong organizational culture. His leadership style emphasizes active listening, continuous learning, and cross-functional collaboration, fostering an environment where innovative growth strategies can flourish.

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### **About Mud Pie**

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at [www.mudpie.com](http://www.mudpie.com).